

| Exhibit Number | Title | Previous Reference | Date | Bates Number |
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| | Exhibits From Class Cert Motion | | | |
| 1 | Expert Report of Dr. Robert N. Proctor, PhD. | Exhibit 1 to Motion to Certify Class (DE 280-1) | 5/17/2019 | N/A |
| 2 | Market Share Info | Exhibit 2 to Motion to Certify Class (DE 280-2) | No date | SF_MDL00714547 |
| 3 | 2014 - Strategic Plan for NAS Background | Exhibit 3 to Motion to Certify Class (DE 280-3) | No date | SF_MDL0015708-5710 |
| 4 | U.S. Food and Drug Administration ("FDA") 2015 NAS Report at pages 1-2. | Exhibit 4 to Motion to Certify Class (DE 280-4) | 8/21/2015 | N/A |
| 5 | Expert Report of Jennifer Pearson, MPH, PhD. | Exhibit 5 to Motion to Certify Class (DE 280-5) | 5/12/2019 | N/A |
| 6 | Expert Report of K. Michael Cummings, Ph.D., MPH. | Exhibit 6 to Motion to Certify Class (DE 280-6) | 5/10/2019 | N/A |
| 7 | Expert Report of Timothy Dewhirst, Ph.D. | Exhibit 7 to Motion to Certify Class (DE 280-7) | 5/17/2019 | N/A |
| 8 | Expert Report of Professor Jean-Pierre H. Dubé. | Exhibit 8 to Motion to Certify Class (DE 280-8) | 5/15/2019 | N/A |
| 9 | FDA Settlement with Defendants. | Exhibit 9 to Motion to Certify Class (DE 280-9) | 1/31/2017 | N/A |
| 10 | Memorandum October 14, 2002 | Exhibit 10 to Motion to Certify Class (DE 280-10) | ??? | SFN_MDL00012421 |
| 11 | Excerpts from the deposition transcript of Andrew Huyett | Exhibit 11 to Motion to Certify Class (DE 280-11) | 6/15/2018 | N/A |
| 12 | Picture of American Spirit packs | Exhibit 12 to Motion to Certify Class (DE 280-12) | No date | SF_MDL00180213 |
| 13 | Excerpts from the deposition transcript of Stephanie Trujillo | Exhibit 13 to Motion to Certify Class (DE 280-13) | 4/11/2018 | N/A |
| 14 | Excerpts from the deposition transcript of David DePalma | Exhibit 14 to Motion to Certify Class (DE 280-14) | 6/6/2018 | N/A |
| 15 | Consumer Engagement Research & Business Case April 2014 | Exhibit 15 to Motion to Certify Class (DE 280-15) | No date | N/A |
| 16 | CD Marketing Control - Marketing and Strategic Assessment | Exhibit 16 to Motion to Certify Class (DE 280-16) | No date | SF_MDL00720240. |
| 17 | RAI Form 10-K (FY ending 12.31.2011) at pages 7 and 30. | Exhibit 17 to Motion to Certify Class (DE 280-17) | No date | N/A |
| 18 | RAI Form 10-K (FY ending 12.31.2012) at pages 1, 7 and 30. | Exhibit 18 to Motion to Certify Class (DE 280-18) | No date | N/A |
| 19 | RAI Form 10-K (FY ending 12.31.2013) at pages 1, 7 and 35. | Exhibit 19 to Motion to Certify Class (DE 280-19) | No date | N/A |
| 20 | RAI Form 10-K (FY ending 12.31.2014) at pages 1, 8 and 44. | Exhibit 20 to Motion to Certify Class (DE 280-20) | No date | N/A |
| 21 | RAI Form 10-K (FY ending 12.31.2015) at pages 1, 6 and 32. | Exhibit 21 to Motion to Certify Class (DE 280-21) | No date | N/A |
| 22 | 2013 Strategic Plan - Functional Reviews | Exhibit 22 to Motion to Certify Class (DE 280-22) | No date | SF_MDL00625004 |
| 23 | 2015 - Strategic Plan July 2014 | Exhibit 23 to Motion to Certify Class (DE 281-8) | No date | SF_MDL00982936 |
| 24 | David DePalma - The People of Santa Fe Natural Tobacco Company | Exhibit 24 to Motion to Certify Class (DE 281-9) | No date | SF_MDL00575547 |
| 25 | Email from David DePalma re: Touch base post Cressida and Andrew Visit | Exhibit 25 to Motion to Certify Class (DE 281-10) | No date | SF_MDL00893973 |
| 26 | Core Proposition | Exhibit 26 to Motion to Certify Class (DE 281-11) | No date | SF_MDL01251464 |
| 27 | Deposition transcript of Kim Gonzales, Santa Fe's Director of Brand Equity | Exhibit 27 to Motion to Certify Class (DE 281-12) | No date | N/A |
| 28 | 2015-2016 Brand Equity Team Op Plan "Laser Unicorns Rule the World" | Exhibit 28 to Motion to Certify Class (DE 281-13) | No date | SF_MDL00173920 |
| 29 | American Spirit - Notes Summary | Exhibit 29 to Motion to Certify Class (DE 281-14); Exhibit 4 to the deposition transcript of Cressida Lozano Deposition | 5/20/2018 | SF_MDL00329451 |
| 30 | NMI Lifestyles of Health and Sustainability | Exhibit 30 to Motion to Certify Class (DE 281-15); Exhibit 7 to the deposition transcript of Cressida Jane Lozano at pages 1, 2, 7 and 8 | 5/20/2018 | N/A |
| 31 | NMI Natural Marketing Institute 2010 U.S. LOHAS Core Trends | Exhibit 31 to Motion to Certify Class (DE 281-16) | No date | SF_MDL00036012 |
| 32 | Natural American Spirit Recommendations | Exhibit 32 to Motion to Certify Class (DE 281-17) | No date | SF_MDL01069183 |
| 33 | The Thunderbird | Exhibit 33 to Motion to Certify Class (DE 281-18) | No date | SF_MDL00582790 |
| 34 | Santa Fe Natural Tobacco Company - Company Plan Meeting August 18, 2009 | Exhibit 34 to Motion to Certify Class (DE 281-19) | No date | SF_MDL00185658 |
| 35 | Brand Update - David DePalma, Senior Director Consumer Marketing | Exhibit 35 to Motion to Certify Class (DE 281-20) | No date | SF_MDL00624407 |
| 36 | Santa Fe Natural Tobacco Company - 2012 Strategic Plan | Exhibit 36 to Motion to Certify Class (DE 281-21) | No date | SF_MDL00016901 |
| 37 | Natural American Spirit Portfolio | Exhibit 37 to Motion to Certify Class (DE 281-22) | No date | SF_MDL01051806 at 1824 |
| 38 | The Tipping Point 2016-2017 Op Plan | Exhibit 38 to Motion to Certify Class (DE 281-23) | No date | SF_MDL00165381 at slide 54 |
| 39 | 2010-2012 Strategy Our environmental & socially progressive profile | Exhibit 39 to Motion to Certify Class (DE 281-24) | No date | SF_MDL01052611 at 2619 |
| 40 | Santa Fe Natural Tobacco Company Welcome!! | Exhibit 40 to Motion to Certify Class (DE 281-25) | No date | RAI-2MDL00006237 |
| 41 | Qualitative Research Findings: 2016 NAS DM Creative Testing | Exhibit 41 to Motion to Certify Class (DE 281-26) | No date | SF_MDL01106204 |
| 42 | Work in Progress - Additive Free and Organic - How do we simply speak to this? | Exhibit 42 to Motion to Certify Class (DE 281-27) | No date | SF_MDL01142457 |
| 43 | Zoom Insights - SFNTC "100% U.S. Grown" Concept | Exhibit 43 to Motion to Certify Class (DE 281-28) | No date | SF_MDL01498255 |
| 44 | Santa Fe Natural Tobacco Company - Trade Marketing Program Overview | Exhibit 44 to Motion to Certify Class (DE 281-29) | No date | SF_MDL00810879 at 0915 |
| 45 | Documentation Survey | Exhibit 45 to Motion to Certify Class (DE 281-30) | No date | SF_MDL00221202 at 1207-08 |
| 46 | Paid Sample Request: 1993 to 1995 | Exhibit 46 to Motion to Certify Class (DE 281-31) | No date | SF_MDL00138876 |

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|----|---|--|------------|---|
| 47 | Zoom Insights - Summary of Learning Final Draft - For Discussion Only | Exhibit 47 to Motion to Certify Class (DE 281-32) | No date | SF_MDL00034642 |
| 48 | Natural American Spirit Perceptions Test - Key Findings | Exhibit 48 to Motion to Certify Class (DE 281-33) | No date | SF_MDL00022286 |
| 49 | SFNTC 2011 Evolution 2.0 | Exhibit 49 to Motion to Certify Class (DE 281-34) | No date | SF_MDL01088001 |
| 50 | Market SWOT Analysis Year 2015 | Exhibit 50 to Motion to Certify Class (DE 281-35) | No date | SF_MDL00768518 |
| 51 | Notes/Excerpts from Santa Fe Newsclips | Exhibit 51 to Motion to Certify Class (DE 287-1) | No date | RJRT 526300361 |
| 52 | Eliminating Common Misconceptions | Exhibit 52 to Motion to Certify Class (DE 287-2); Excerpt from Exhibit 37 to the deposition of Dr. Robert N. Proctor | No date | N/A |
| 53 | Email from Seth Moskowitz re: New Customer Contact | Exhibit 53 to Motion to Certify Class (DE 287-3) | No date | SFN_MDL000012563 |
| 54 | FDA 2015 Nat Sherman Report | Exhibit 54 to Motion to Certify Class (DE 287-4) | No date | N/A |
| 55 | Santa Fe Natural Tobacco Company - Harmful & Potentially Harmful Constituents (HPHCs) | Exhibit 55 to Motion to Certify Class (DE 287-5) | No date | SFN_MDL000490879 at slides 1, 7 and 13. |
| 56 | FDA Warning Letter, dated August 27, 2015 | Exhibit 56 to Motion to Certify Class (DE 287-6) | 8/27/2015 | NA |
| 57 | An T. Vu et al, Polycyclic Aromatic Hydrocarbons in the Mainstream Smoke of Popular U.S. Cigarettes, Chemical Research in Toxicology (2015) | Exhibit 57 to Motion to Certify Class (DE 287-7) | No date | NA |
| 58 | Mark R. Fresquez, et al, Establishment of Toxic Metal Reference Range in Tobacco from U.S. Cigarettes | Exhibit 58 to Motion to Certify Class (DE 287-8) | No date | NA |
| 59 | Excerpts from the deposition of Charles Garner, PhD | Exhibit 59 to Motion to Certify Class (DE 287-9) | 1/16/2020 | NA |
| 60 | Tobacco Products Scientific Advisory Committee of the Center for Tobacco Products of the FDA | Exhibit 60 to Motion to Certify Class (DE 287-10) | No date | N/A |
| 61 | Excerpts from the deposition transcript of Kenneth Deloach | Exhibit 61 to Motion to Certify Class (DE 287-11) | 6/14/2018 | N/A |
| 62 | Excerpts from the deposition of Michael Little | Exhibit 62 to Motion to Certify Class (DE 287-12) | 6/21/2018 | N/A |
| 63 | Excerpts from the deposition of Plaintiff Justin Sproule | Exhibit 63 to Motion to Certify Class (DE 287-13) | 6/11/2018 | N/A |
| 64 | Excerpts from the deposition of Plaintiff Robert Litwin | Exhibit 64 to Motion to Certify Class (DE 287-14) | 5/23/2018 | N/A |
| 65 | Excerpts from the deposition of Plaintiff Abigail Emmons | Exhibit 65 to Motion to Certify Class (DE 287-15) | 7/10/2018 | N/A |
| 66 | Excerpts from the deposition of Plaintiff Sara Benson | Exhibit 66 to Motion to Certify Class (DE 287-16) | 6/22/2018 | N/A |
| 67 | Excerpts from the deposition of Plaintiff Carol Murphy | Exhibit 67 to Motion to Certify Class (DE 287-17) | 6/21/2018 | N/A |
| 68 | Excerpts from the deposition of Plaintiff Clive Pontusson | Exhibit 68 to Motion to Certify Class (DE 287-18) | 9/7/2018 | N/A |
| 69 | Excerpts from the deposition of Plaintiff Cheyhan Haksal | Exhibit 69 to Motion to Certify Class (DE 287-19) | 7/9/2018 | N/A |
| 70 | Excerpts from the deposition of Plaintiff Jacques-Rene Hebert | Exhibit 70 to Motion to Certify Class (DE 287-20) | 6/27/2018 | N/A |
| 71 | Excerpts from the deposition of Plaintiff Rudolph Theodore Miller | Exhibit 71 to Motion to Certify Class (DE 287-21) | 7/10/2018 | N/A |
| 72 | Excerpts from the deposition of Plaintiff Francisco Chavez | Exhibit 72 to Motion to Certify Class (DE 287-22) | 6/20/2018 | N/A |
| 73 | Excerpts from the deposition of Plaintiff Joshua Horne | Exhibit 73 to Motion to Certify Class (DE 287-23) | 6/12/2018 | N/A |
| 74 | Excerpts from the deposition of Plaintiff Charlene Blevins | Exhibit 74 to Motion to Certify Class (DE 287-24) | 6/25/2018 | N/A |
| 75 | Excerpts from the deposition of Plaintiff Albert Lopez | Exhibit 75 to Motion to Certify Class (DE 287-25) | 11/13/2018 | N/A |
| 76 | RAI Form 10-K (FY ending 12.31.2016) at pages 1, 6 and 32. | Exhibit 76 to Motion to Certify Class (DE 287-26) | No date | N/A |
| 77 | Declaration of Plaintiff Sara Benson in Support of Motion for Class Certification. | Exhibit 77 to Motion to Certify Class (DE 287-27) | 8/5/2016 | N/A |
| 78 | Declaration of Plaintiff Charlene Blevins in Support of Motion for Class Certification. | Exhibit 78 to Motion to Certify Class (DE 287-28) | 7/6/2020 | N/A |
| 79 | Declaration of Plaintiff Francisco Chavez in Support of Motion for Class Certification. | Exhibit 79 to Motion to Certify Class (DE 287-29) | 7/21/2016 | N/A |
| 80 | Declaration of Plaintiff Abigail Emmons in Support of Motion for Class Certification. | Exhibit 80 to Motion to Certify Class (DE 287-30) | 9/17/2016 | N/A |
| 81 | Declaration of Plaintiff Ceyhan Haksal in Support of Motion for Class Certification. | Exhibit 81 to Motion to Certify Class (DE 287-31) | 7/13/2020 | N/A |
| 82 | Declaration of Plaintiff Jacques-Rene Hebert in Support of Motion for Class Certification. | Exhibit 82 to Motion to Certify Class (DE 287-32) | 9/16/2016 | N/A |
| 83 | Declaration of Plaintiff Joshua Horne in Support of Motion for Class Certification. | Exhibit 83 to Motion to Certify Class (DE 287-33) | 9/17/2016 | N/A |
| 84 | Declaration of Plaintiff Robert Litwin in Support of Motion for Class Certification. | Exhibit 84 to Motion to Certify Class (DE 287-34) | 7/8/2020 | N/A |
| 85 | Declaration of Plaintiff Albert Lopez in Support of Motion for Class Certification. | Exhibit 85 to Motion to Certify Class (DE 287-35) | 7/7/2020 | N/A |
| 86 | Declaration of Plaintiff Rudolph Theodore Miller in Support of Motion for Class Certification. | Exhibit 86 to Motion to Certify Class (DE 287-36) | 7/6/2020 | N/A |
| 87 | Declaration of Plaintiff Carol Murphy in Support of Motion for Class Certification. | Exhibit 87 to Motion to Certify Class (DE 287-37) | 9/16/2016 | N/A |
| 88 | Declaration of Plaintiff Clive Pontusson in Support of Motion for Class Certification. | Exhibit 88 to Motion to Certify Class (DE 287-38) | 7/2/2020 | N/A |
| 89 | Declaration of Plaintiff Justin Sproule in Support of Motion for Class Certification. | Exhibit 89 to Motion to Certify Class (DE 287-39) | 7/16/2020 | N/A |
| 90 | Rebuttal Expert Report of Jean-Pierre Dube | Exhibit 90 to Motion to Certify Class (DE 287-40) | 10/15/2019 | N/A |
| 91 | Complete profile of PSW's attorneys and a summary of the numerous complex litigation cases | Exhibit 91 to Motion to Certify Class (DE 287-41) | No date | N/A |
| 92 | Proctor Expert Report | | | |
| 93 | TMA, "A Current View of the Global and U.S. Tobacco Industries," 48th Tobacco Workers Conference, Myrtle Beach | Footnote 1 Proctor Report | 1/16/2018 | |

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| 94 | "Tobacco and the Global Lung Cancer Epidemic," Nature Reviews Cancer, 1 (2001): 82-86, http://toxicology.usu.edu/endnote/Proctor-Tobacco-global-lung-cancer-NatRevs2001.pdf | Footnote 2 Proctor Report | 2001 | |
| 95 | National Cancer Institute, The Role of the Media in Promoting and Reducing Tobacco Use (Bethesda: USDHHS, 2008), https://cancercontrol.cancer.gov/Brp/tcrb/monographs/19/docs/M19MajorConclusionsFactSheet.pdf | Footnote 4 Proctor Report | 2008 | |
| 96 | my Golden Holocaust, pp. 116-17 | Footnote 5 Proctor Report | | |
| 97 | Allan M. Brandt, Cigarette Century: The Rise, Fall, and Deadly Persistence of the Product that Defined America (New York: Basic Books, 2007) | Footnote 6 Proctor Report | 2007 | |
| 98 | Richard Kluger, Ashes to Ashes: America's Hundred-Year Cigarette War, the Public Health, and the Unabashed Triumph of Philip Morris (New York: Knopf, 1996) | Footnote 6 Proctor Report | 1996 | |
| 99 | my Golden Holocaust, pp. 56-144 | Footnote 6 Proctor Report | | |
| 100 | "Improving the Taste and Character of Cigarette Tobacco with a View to Removing Irritants and Producing a Light Smoke," 1935 https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/#id=kffh0139 | Footnote 7 Proctor Report | 1935 | kffh0139 |
| 101 | Dick Shepherd at SFNTC, "Organic Light Filter" brand, a "Menthol Light Filter" brand, etc.; see his memo to Rick Sanders "Product Modification," | Footnote 8 Proctor Report | 10/14/2002 | SF0084771-4777 |
| 102 | R.J. Reynolds 1976 menthol "safer" halo; see https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/#id=hsdx0099 | Footnote 9 Proctor Report | 1976 | hsdx0099 |
| 103 | Nicotine Addiction: A Report of the Surgeon General (USDHHS, 1988); and for video: https://www.c-span.org/video/?2611-1/surgeon-generals-reportsmoking-nicotine-addiction | Footnote 11 Proctor Report | 1988 | |
| 104 | Edwin F. Dakin, "Forwarding Memorandum: To Members of the Planning Committee," late Dec. 1953, https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/#id=yby0042 , p. 2 | Footnote 12 Proctor Report | 12/00/1953 | yby0042 |
| 105 | Addison Yeaman, "Implications of Battelle Hippo I & II and the Griffith Filter," | Footnote 13 Proctor Report | 7/17/1963 | ypek0065 |
| 106 | M. A. Hamilton Russell, "Cigarette Smoking: Natural History of a Dependence Disorder," British Journal of Medical Psychology, 44 (1971): 1-16 | Footnote 14 Proctor Report | 1971 | nghm0178, p. 7. |
| 107 | Robert Wolf, "Bob Who?" unpublished manuscript, n.d., pp. 49, 58 | Footnote 15 Proctor Report | | |
| 108 | Robert Wolf, "Bob Who?" pp. 126-29. | Footnote 16 Proctor Report | | |
| 109 | Robert Wolf, "Bob Who?" pp. 130 | Footnote 17 Proctor Report | | |
| 110 | "Answers to Your Questions about Natural American Spirit Cigarettes," | Footnote 18 Proctor Report | 8/00/1996 | rzyg0033. |
| 111 | Myron Levin, "Secret Cigarette Additives, What Goes Up in Smoke?" The Nation | Footnote 19 Proctor Report | 12/13/1991 | jjcy0172 |
| 112 | Jesse Eaglin, The CC Cough-fin Brand Cigarettes (Raisbeck & Co., 1931) | Footnote 20 Proctor Report | 1931 | qxfm0178 |
| 113 | my Golden Holocaust, pp. 175-77, 210, 353-54, 490-93 | Footnote 21 Proctor Report | | |
| 114 | Charles S. Cameron, The Truth About Cancer (Englewood Cliffs: Prentice Hall, 1956), p. 65 | Footnote 22 Proctor Report | 1956 | |
| 115 | Paul Brownfield, "Nature's Cancer Sticks," Bloomberg Businessweek | Footnote 23 Proctor Report | 11/14/2016 | |
| 116 | A 1994 Philip Morris review of "competitive intelligence"; see "C.I. Highlights," 1994 | Footnote 24 Proctor Report | 1994 | yzhy0111. |
| 117 | LKP Marketing Dept., "Tobacco Diversification: A Proposal Prepared for R.J.R. Industries, Inc.," | Footnote 25 Proctor Report | 8/00/1972 | qqgx0091 |
| 118 | Al Udow to Chris Bolton, "Further Analysis," | Footnote 26 Proctor Report | 8/18/1972 | pkjn0109 |
| 119 | Young and Rubicam, "New Product Ideas Developed for Brown & Williamson," | Footnote 27 Proctor Report | 8/00/1975 | sxjb0035 |
| 120 | R.J. Reynolds Marketing Dept., "Product Direction," | Footnote 28 Proctor Report | 7/30/1976 | hsdx0099 |
| 121 | Stanford's SRITA website: http://tobacco.stanford.edu/tobacco_main/images.php?token2=fm_st125.php&token1=fm_img9003.php&theme_file=fm_mt010.php&theme_name=Fresh,%20Pure,%20Natural%20&%20Toasted&subtheme_name=No%20Additives | Footnote 29 Proctor Report | | |
| 122 | Susan Laffoon (Philip Morris), "Gunsmoke, Valentine & Vegas Cigarettes," | Footnote 30 Proctor Report | 12/2/1994 | fxcn0154 |
| 123 | Mark Steil, "Native Americans Disagree over Manufacture of Cigarettes," NPR | Footnote 31 Proctor Report | 7/13/1998 | |

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| 124 | A. J. Fultz (American Tobacco), "Vegas Cigarettes," | Footnote 32 Proctor Report | 1/17/1989 | xkkw0020 |
| 125 | Kai Lam to Liz Chambers (Philip Morris), "GC/MS Analysis of Planet and Glory Cigarettes," | Footnote 33 Proctor Report | 6/20/1996 | srpp0183 |
| 126 | Star Tobacco in 1983, see C. C. Kern to R. P. Truitt, "Vegas Cigarettes," | Footnote 34 Proctor Report | 4/14/1983 | kyjx0136 |
| 127 | MIS International, for Philip Morris, "Revised Proposal for Natural Brands, Exploratory Research," | Footnote 35 Proctor Report | 7/31/1996 | lgkh0024 |
| 128 | Philip Morris, "Additive-Free," | Footnote 36 Proctor Report | 1988 | lgnb0106 |
| 129 | For prospective pack designs: Leo Burnett (for Philip Morris), "New Projects/Project AU," | Footnote 37 Proctor Report | 11/21/1996 | jhh0019 |
| 130 | And for developmental strategy: K. B. Clark, "PM New Products," | Footnote 37 Proctor Report | 4/19/1996 | xjhh0019 |
| 131 | "Project AU: Creative Presentation," | Footnote 38 Proctor Report | 5/2/1997 | kjhh0019 |
| 132 | Kane, Bortree & Associates, Inc., "Philip Morris Merit Revitalization Plan," | Footnote 39 Proctor Report | 2/9/1998 | qfjj0191 |
| 133 | Marketing Planning and Information Department, "Project Approval: True Product Test," | Footnote 40 Proctor Report | 3/5/1998 | gtvg0169 |
| 134 | Susan Brenner to Gottfried Knoll | Footnote 40 Proctor Report | 3/4/1971 | sla64a00 |
| 135 | "Lorillard Natural Project: Product Based Concepts," | Footnote 41 Proctor Report | 11/00/1999 | lygw0152 |
| 136 | "All Natural cigarettes . . . without any additives" | Footnote 41 Proctor Report | | xjbn0094 |
| 137 | "R&D's Strategic Priorities," | Footnote 42 Proctor Report | | pxyw0191 |
| 138 | Goldfarb Consultants (for Brown & Williamson), "Perceptions of American Spirit, Red Kamel & Moonlight Tobacco," | Footnote 43 Proctor Report | 7/00/1997 | fqgh0191 |
| 139 | Charlene Blevins, April 18, 1995, survey | Footnote 43 Proctor Report | 4/18/1995 | SF_MDL00085384 |
| 140 | Djunadi Satrio to R. W. Provan, "Winston Additive-Free & New Packaging National Re-Launch," | Footnote 44 Proctor Report | 11/12/1997 | syjw0191 |
| 141 | Winston's "No Bull" ("No Additives") campaign; see National Cancer Institute, The Role of the Media in Promoting and Reducing Tobacco Use (Bethesda: USDHHS, 2008), | Footnote 44 Proctor Report | 2008 | |
| 142 | Donald S. Clark, Secretary (FTC), "Complaint in the Matter of R.J. Reynolds Tobacco," Sept. 30, 1998, attached as an appendix to the deposition of Guy Marc Blynn, Oct. 30, 2002 | Footnote 45 Proctor Report | 9/30/1998 | nyly0046 |
| 143 | Winston 'Natural' Advertising Test Comparisons," | Footnote 46 Proctor Report | 7/28/1995 | lrvd0185 |
| 144 | Blynn's depo in USA vs. Philip Morris, Oct. 30, 2002 | Footnote 46 Proctor Report | 10/30/2002 | nyly0046 |
| 145 | "New U.S. Cigarette Brand Activity" [citing Advertising Age] | Footnote 47 Proctor Report | 8/3/2000 | pzbm0180 |
| 146 | FTC, "In the Matter of Santa Fe Natural Tobacco Company, Inc.," | Footnote 48 Proctor Report | 6/12/2000 | |
| 147 | Office of Science, Center for Tobacco Products, FDA, "Natural Descriptors and Disclaimer Influence on Smokers' Perceptions of Nat Sherman Cigarettes," | Footnote 49 Proctor Report | 8/21/2015 | |
| 148 | Andrew Thurm Associates, "'No Additives' Concept Test" prepared for SSC&B Lintas Worldwide for American Tobacco | Footnote 50 Proctor Report | 1/00/1984 | qklx0136 |
| 149 | "Farmer Predicts Potential Market for Organic Tobacco," Greensboro News and Record | Footnote 52 Proctor Report | 1/16/1989 | zknb0082 |
| 150 | SFNTC, "Where the Tobacco Comes From" (advertising brochure), 1991 | Footnote 53 Proctor Report | 1991 | fyhw0053 |
| 151 | Rene Chun, "New Cigarette, but Same Old Problem," New York Times | Footnote 57 Proctor Report | 7/3/1994 | mgfn0106 |
| 152 | "C.I. Highlights," 1994 | Footnote 58 Proctor Report | 1994 | yzhy0111 |
| 153 | Kent Koller to Judy Smith (Philip Morris) | Footnote 60 Proctor Report | 11/3/1994 | gygf0150 |
| 154 | "Here's to Your Health," Newsweek | Footnote 61 Proctor Report | 6/13/1994 | |
| 155 | Brian Trembath, "Smoking with a Politically Correct Conscience," Rocky Mountain News | Footnote 62 Proctor Report | 11/9/1994 | hkxy0091 |
| 156 | Ross Kerber, "Here's an Oxymoron: All-Natural Smokes for Health Nuts," Wall Street Journal | Footnote 63 Proctor Report | 4/14/1997 | rhd0019 |
| 157 | Jeff Howe, "Smoke and Mirrors? The Rise of the All-Natural Cigarette," The Village Voice | Footnote 64 Proctor Report | 12/31/1996 | |
| 158 | "Santa Fe Natural Tobacco Company: Answers to Your Questions," | Footnote 66 Proctor Report | 11/17/1987 | tgyn0013 |
| 159 | Robin Sommers is cited in Mike Schwartz, "Smoking, Naturally: Manufacturers Tout the Purity of Natural Cigarettes; Health Officials Say They're Still Risky," The Press-Enterprise (Riverside, CA) | Footnote 67 Proctor Report | 4/30/1996 | fxnc0088 |
| 160 | E. M. McAtee to D. A. Funderburk (Reynolds), "American Spirit," | Footnote 68 Proctor Report | 11/19/1996 | mtmc0093 |
| 161 | Connor Kennedy to Lynn Beasley (Reynolds), "Natural American Spirits—Fact Sheet," | Footnote 69 Proctor Report | 1996 | sqww0102 |

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| 162 | "Additive-free Cigarettes Subtract Some Smokers' Fears" Wall Street Journal | Footnote 70 Proctor Report | 6/30/1997 | |
| 163 | Mike Schwartz, "Smoking, Naturally; Manufacturers Tout the Purity of Natural Cigarettes; Health Officials Say They're Still Risky," The Press-Enterprise (Riverside, CA) | Footnote 71 Proctor Report | 4/30/1996 | fxnc0088 |
| 164 | The city of Santa Fe declared that day of the launch in June 1985, "Santa Fe Natural Tobacco Day" | Footnote 72 Proctor Report | | ryjn0226 |
| 165 | Robert Wolf, "Bob Who?" unpublished manuscript, n.d., page 46 | Footnote 73 Proctor Report | | |
| 166 | Proctor, "Tobacco and the Global Lung Cancer Epidemic." | Footnote 74 Proctor Report | | |
| 167 | American Spirit cigarettes retailed; see "Here's to Your Health," Newsweek | Footnote 75 Proctor Report | 6/13/1994 | |
| 168 | Ad for "American Eagle cigarettes" in 2007 youtube video "Definitely, Maybe" | Footnote 76 Proctor Report | | see: https://www.youtube.com/watch?v=804UN9XPV44 |
| 169 | J. L. Charles to R. B. Seligman, "Meeting with Mr. Alex Holtzman – 210 Polonium Briefing – November 11, 1980," | Footnote 77 Proctor Report | 11/14/1980 | llxk0045 |
| 170 | Brianna Rego, "The Polonium Brief: A History of Cancer, Radiation, and the Tobacco Industry," Isis, 101 (2009):453–84 | Footnote 78 Proctor Report | | |
| 171 | my Golden Holocaust, pp. 506-12 | Footnote 78 Proctor Report | | |
| 172 | Michael Castleman, "Organic Cigarettes—Possibly Safer?" Medical Self-Care, Fall 1980, p. 23 | Footnote 79 Proctor Report | 1980 | gzly0146 |
| 173 | Covington and Burling, "Sorted by Ingredient," | Footnote 80 Proctor Report | 2/26/1992 | lymk0136 |
| 174 | Fred Panzer to Horace R. Kornegay, "The Roper Proposal," | Footnote 81 Proctor Report | 5/1/1972 | fgnw0189 |
| 175 | Helmut Wakeham to Joseph F. Cullman III, " 'Best' Program for C.T.R.," | Footnote 82 Proctor Report | 12/8/1970 | nxmk0119 |
| 176 | "The 'Secret' and 'Soul' of Marlboro: Philip Morris and the Origins, Spread, and Denial of Nicotine Free-Basing" (with Terrell Stevenson), American Journal of Public Health, 98 (2008): 1184-94 | Footnote 83 Proctor Report | | |
| 177 | Deposition of former SFNTC President Michael Little, dated June 21, 2018, page 27 | Footnote 84 Proctor Report | 6/21/2018 | |
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| 263 | Expert Report by Robert N. Proctor | Exhibit 2 Proctor Deposition | | |
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| 286 | An article entitled "Winston's 'No Additives' Campaign: 'Straight Up'? 'No Bull?'" | Exhibit 25 Proctor Deposition | | |

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| 334 | Second Amended Notice of Deposition: Jennifer Pearson, Ph.D., 7.31.19 | Exhibit 1 Pearson Deposition | | |

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| 336 | Underlying facts and data considered | Exhibit 3a Pearson Deposition | | |
| 337 | 18th Annual Conference of the SRNT-E 2018 Poster | Exhibit 3b Pearson Deposition | | |
| 338 | Plaintiffs' Expert Pearson Subpoena Productions TI 7.12.2019 Production (Highly Confidential) | Exhibit 3c Pearson Deposition | | |
| 339 | Files received from Johns Hopkins University (Highly Confidential) | Exhibit 3d Pearson Deposition | | |
| 340 | AAPOR Best Practices For Survey Research | Exhibit 4 Pearson Deposition | | |
| 341 | AAPOR Code of Ethics | Exhibit 5 Pearson Deposition | | |
| 342 | American Spirit Pack Descriptors and Perceptions of Harm: A Crowd-Sourced Comparison of Modified Packs | Exhibit 6 Pearson Deposition | | |
| 343 | Among Natural American Spirit Smokers, Results From Wave 1 of the Population Assessment of Tobacco and Health PATH Study, 2013 to 2014 | Exhibit 7 Pearson Deposition | | |
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| 345 | Beyond Natural Cigarette Ad Tactics That Mislead About Relative Risk | Exhibit 9 Pearson Deposition | | |
| 346 | Real Simple Deadly, a Pilot Test of Consumer Harm Perceptions in Response to Natural American Spirit Advertising | Exhibit 10 Pearson Deposition | | |
| 347 | Title: The Natural American Spirit Cigarette Disclaimer Statement Is Ineffective At Correcting Misperceptions of Harm Or Addictiveness: Results From an Online Experimental Study | Exhibit 11 Pearson Deposition | | |
| 348 | Stimulus used for Pearson In Prep | Exhibit 12 Pearson Deposition | | |
| 349 | Figure X, Consort Diagram | Exhibit 13 Pearson Deposition | | |
| 350 | The Natural American Spirit Cigarette Disclaimer Statement, Ineffective Results From an Online Experiment Study | Exhibit 14 Pearson Deposition | | |
| 351 | PowerPoint presentations, Misperceptions of Harm Among American Spirit Smokers, Results From Wave 1 of the PATH Study, 2013 to 2014 | Exhibit 15 Pearson Deposition | | |
| 352 | HINTS FDA 2 Public Code Book | Exhibit 16 Pearson Deposition | | |
| 353 | Survey Instrument for the HINTS Survey | Exhibit 17 Pearson Deposition | | |
| 354 | HINTS data analysis.do printed on 8.1.19 | Exhibit 18 Pearson Deposition | | |
| 355 | FDA_Cycle2_STATA/20180702, HINTS data analysis.smcl | Exhibit 19 Pearson Deposition | | |
| 356 | Which cigarettes do Americans think are safer? A population-based analysis with wave 1 of the PATH study | Exhibit 20 Pearson Deposition | | |
| 357 | Pearson 2016 questionnaire | Exhibit 21 Pearson Deposition | | |
| 358 | Perceptions of Natural and Additive-Free Cigarettes and Intentions to Purchase, Lead Author O'Connor | Exhibit 22 Pearson Deposition | | |
| 359 | FDA study of NAS, 8.21.15 | Exhibit 23 Pearson Deposition | | |
| 360 | Influence of Natural American Spirit Advertising and Current and Former Smokers' Perceptions and Intentions | Exhibit 24 Pearson Deposition | | |
| 361 | Organic, Natural and Additive-Free Cigarettes Comparing the Effects of Advertising Claims and Disclaimers on Perceptions of Harm | Exhibit 25 Pearson Deposition | | |
| 362 | Dube Expert Report | | | |
| 363 | The Second Consolidated Amended Complaint (hereafter "the Complaint"), paragraphs 6-7, 41 and 71. | Footnote 1 Dube Report | | |
| 364 | Challenged claims as they appear on the cigarette packs, see, e.g. SF_MDL00298431 and SF_MDL00582790. | Footnote 2 Dube Report | | SF_MDL00298431 and SF_MDL00582790 |
| 365 | Bronnenberg, Dubé, Gentzkow and Shapiro (2015). | Footnote 4 Dube Report | | |
| 366 | Complaint, paragraph 84. | Footnote 5 Dube Report | | |
| 367 | Allenby, Brazell, Howell, and Rossi (2014) | Footnote 9 Dube Report | | |
| 368 | Allenby, Brazzell and Howell (2014) and McFadden (2017). | Footnote 10 Dube Report | | |
| 369 | Target Population, Encyclopedia of Survey Research Methods, Paul J. Lavrakas, editor; Sage Publications, Inc. 2008, pp. 875-876 at 875). | Footnote 11 Dube Report | | |
| 370 | Complaint, paragraph 11. | Footnote 12 Dube Report | | |
| 371 | (Diamond, Shari Seidman. Reference Guide on Survey Research. Reference Manual on Scientific Evidence, Third Edition. Committee on the Development of the Third Edition of the Reference Manual on Scientific Evidence, Federal Judicial Center, National Research Council. p. 419). | Footnote 15 Dube Report | | |
| 372 | SF_MDL00000711 | Footnote 16 Dube Report | | SF_MDL00000711 |

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| 373 | SF_MDL00001308 | Footnote 16 Dube Report | | SF_MDL00001308 |
| 374 | SF_MDL00017426 | Footnote 16 Dube Report | | SF_MDL00017426 |
| 375 | SF_MDL00020035 | Footnote 16 Dube Report | | SF_MDL00020035 |
| 376 | SF_MDL00030172 | Footnote 16 Dube Report | | SF_MDL00030172 |
| 377 | SF_MDL00030570 | Footnote 16 Dube Report | | SF_MDL00030570 |
| 378 | SF_MDL00180213 | Footnote 16 Dube Report | | SF_MDL00180213 |
| 379 | SF_MDL00298431 | Footnote 16 Dube Report | | SF_MDL00298431 |
| 380 | SF_MDL00582790 | Footnote 16 Dube Report | | SF_MDL00582790 |
| 381 | SF_MDL00688120 | Footnote 16 Dube Report | | SF_MDL00688120 |
| 382 | SF_MDL00944208 | Footnote 16 Dube Report | | SF_MDL00944208 |
| 383 | SF_MDL00029811, page 4. | Footnote 17 Dube Report | | SF_MDL00029811 |
| 384 | SF_MDL00990386, page 48. | Footnote 18 Dube Report | | SF_MDL00990386 |
| 385 | SFN_MDL001208426, page 61. | Footnote 19 Dube Report | | SFN_MDL001208426 |
| 386 | Camel Marlboro NAS Newport Pricing 2009-2015 for MLD" spreadsheet, '2015' tab. | Footnote 20 Dube Report | | |
| 387 | The Q4 2014 data re NAS Mellow Green in the Camel Marlboro NAS Newport Pricing 2009-2015 for MLD" spreadsheet, '2015' tab. | Footnote 21 Dube Report | | |
| 388 | SFN_MDL001034996, page 16. | Footnote 22 Dube Report | | SFN_MDL001034996 |
| 389 | SF_MDL00029811, pages 10, 11, 20, 21, 40 and 41. | Footnote 23 Dube Report | | SF_MDL00029811 |
| 390 | SF_MDL00029811, pages 10, 11 and 20. | Footnote 24 Dube Report | | SF_MDL00029811 |
| 391 | Camel Marlboro NAS Newport Pricing 2009-2015 for MLD" spreadsheet, '2015' tab. | Footnote 25 Dube Report | | |
| 392 | Camel Marlboro NAS Newport Pricing 2009-2015 for MLD" spreadsheet, '2015' tab. | Footnote 26 Dube Report | | |
| 393 | SF_MDL00029811, pages 10 and 11. | Footnote 27 Dube Report | | SF_MDL00029811 |
| 394 | Camel Marlboro NAS Newport Pricing 2009-2015 for MLD" spreadsheet, '2015' tab. | Footnote 28 Dube Report | | |
| 395 | SF_MDL00029811, page 40. | Footnote 29 Dube Report | | SF_MDL00029811 |
| 396 | Camel Marlboro NAS Newport Pricing 2009-2015 for MLD" spreadsheet, '2015' tab. | Footnote 30 Dube Report | | |
| 397 | SFN_MDL001034996, page 16. | Footnote 31 Dube Report | | SFN_MDL001034996 |
| 398 | SF_MDL00033694, "Destination Switchers – NAS" tab. | Footnote 32 Dube Report | | SF_MDL00033694 |
| 399 | SF_MDL01096463, 'prc segment page' tab. | Footnote 33 Dube Report | | SF_MDL01096463 |
| 400 | Green and Rao (1971). The theoretical underpinnings for conjoint methods date back to 1964 with the work of Luce and Tukey (e.g., Luce and Tukey 1964). | Footnote 34 Dube Report | | |
| 401 | Orme, Bryan K. "A Short History of Conjoint Analysis." Getting Started with Conjoint Analysis: Strategies for Product Design and Pricing Research. Research Publishers LLC, Madison, WI, 2010. | Footnote 35 Dube Report | | |
| 402 | Survey by Bronnenberg et al. (2019). | Footnote 40 Dube Report | | |
| 403 | Orme, Bryan K. "A Short History of Conjoint Analysis." Getting Started with Conjoint Analysis: Strategies for Product Design and Pricing Research. Research Publishers LLC, Madison, WI, 2010, p. 45. | Footnote 42 Dube Report | | |
| 404 | Samuelson (1938). | Footnote 43 Dube Report | | |
| 405 | McFadden (1986). | Footnote 44 Dube Report | | |
| 406 | Cameron and James (1987), page 389. | Footnote 45 Dube Report | | |
| 407 | Kalish and Nelson (1991). | Footnote 46 Dube Report | | |
| 408 | Chintagunta and Nair (2011). | Footnote 48 Dube Report | | |
| 409 | Rossi, Allenby and McCulloch (2005). | Footnote 49 Dube Report | | |
| 410 | Bryan Orme (2000), "Hierarchical Bayes: Why all the Attention?" Sawtooth Software Research Series. | Footnote 50 Dube Report | | |
| 411 | See for instance McFadden (1981). | Footnote 51 Dube Report | | |
| 412 | Markov chain with which to estimate the model parameters in Rossi, Allenby and McCulloch (2005). | Footnote 52 Dube Report | | |
| 413 | Discussion in Allenby et al (2014). | Footnote 54 Dube Report | | |
| 414 | Nevo (2000), who uses this approach to infer marginal costs for merger analysis. | Footnote 55 Dube Report | | |
| 415 | Second Consolidated Amended Class Action Complaint, Case 1:16-md-02695-JB-LF, Doc. No. 219, Filed Nov. 15, 2018. | Exhibit 3 of Dube Report (Facts and Data Considered) | 11/15/2018 | |
| 416 | Kara Calderon Vol. I (7/25/18) | Exhibit 3 of Dube Report (Facts and Data Considered) | 7/25/2018 | |
| 417 | Kara Calderon Vol. II (9/27/18) | Exhibit 3 of Dube Report (Facts and Data Considered) | 9/27/2018 | |
| 418 | Kara Calderon Vol. III (9/27/18) | Exhibit 3 of Dube Report (Facts and Data Considered) | 9/27/2018 | |
| 419 | Kenneth Deloach (6/14/18) | Exhibit 3 of Dube Report (Facts and Data Considered) | 6/14/2018 | |
| 420 | David DePalma (6/6/19) | Exhibit 3 of Dube Report (Facts and Data Considered) | 6/6/2019 | |
| 421 | Kimberly Gonzales (4/10/18) | Exhibit 3 of Dube Report (Facts and Data Considered) | 4/10/2018 | |
| 422 | Dan Haley (5/23/18) | Exhibit 3 of Dube Report (Facts and Data Considered) | 5/23/2018 | |
| 423 | Andrew Huyett (6/15/18) | Exhibit 3 of Dube Report (Facts and Data Considered) | 6/15/2018 | |
| 424 | Carri Leslie (5/18/18) | Exhibit 3 of Dube Report (Facts and Data Considered) | 5/18/2018 | |

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| 425 | Carri Leslie (7/24/18) | Exhibit 3 of Dube Report (Facts and Data Considered) | 7/24/2018 | |
| 426 | Michael Little (6/21/18) | Exhibit 3 of Dube Report (Facts and Data Considered) | 6/21/2018 | |
| 427 | Cressida Lozano (5/30/18) | Exhibit 3 of Dube Report (Facts and Data Considered) | 5/30/2018 | |
| 428 | Stephanie Trujillo (4/11/18) | Exhibit 3 of Dube Report (Facts and Data Considered) | 4/11/2018 | |
| 429 | Class Representatives: Benson, Belvins, Chaves, Emmons, Haksal, Hebert, Horne, Litwin, Miller, Murphy, Pontusson, and Sproule | Exhibit 3 of Dube Report (Facts and Data Considered) | | |
| 430 | SF_MDL00000711 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00000711 |
| 431 | SF_MDL00001308 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00001308 |
| 432 | SF_MDL00006237-6318 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00006237-6318 |
| 433 | SF_MDL00013880-3883 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00013880-3883 |
| 434 | SF_MDL00015708 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00015708 |
| 435 | SF_MDL00016162 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00016162 |
| 436 | SF_MDL00017426 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00017426 |
| 437 | SF_MDL00018960 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00018960 |
| 438 | SF_MDL00020035 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00020035 |
| 439 | SF_MDL00021130 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00021130 |
| 440 | SF_MDL00021840 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00021840 |
| 441 | SF_MDL00021959 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00021959 |
| 442 | SF_MDL00022286 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00022286 |
| 443 | SF_MDL00023576 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00023576 |
| 444 | SF_MDL00023767 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00023767 |
| 445 | SF_MDL00025111 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00025111 |
| 446 | SF_MDL00025880 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00025880 |
| 447 | SF_MDL00025926 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00025926 |
| 448 | SF_MDL00026648 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00026648 |
| 449 | SF_MDL00026901 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00026901 |
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| 452 | SF_MDL00029811 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00029811 |
| 453 | SF_MDL00030172 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00030172 |
| 454 | SF_MDL00030570 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00030570 |
| 455 | SF_MDL00033260 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00033260 |
| 456 | SF_MDL00033591 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00033591 |
| 457 | SF_MDL00033694 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00033694 |
| 458 | SF_MDL00033702 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00033702 |
| 459 | SF_MDL00034554 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00034554 |
| 460 | SF_MDL00035079 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00035079 |
| 461 | SF_MDL00035266 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00035266 |
| 462 | SF_MDL00165831 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00165831 |
| 463 | SF_MDL00169519 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00169519 |
| 464 | SF_MDL00170777 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00170777 |
| 465 | SF_MDL00173920 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00173920 |
| 466 | SF_MDL00175184 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00175184 |
| 467 | SF_MDL00180213 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00180213 |
| 468 | SF_MDL00185658-5800 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00185658-5800 |
| 469 | SF_MDL00279880 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00279880 |
| 470 | SF_MDL00285672-5676 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00285672-5676 |
| 471 | SF_MDL00298431 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00298431 |
| 472 | SF_MDL00438937-8953 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00438937-8953 |
| 473 | SF_MDL00580721-0726 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00580721-0726 |
| 474 | SF_MDL00582790 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00582790 |
| 475 | SF_MDL00590119 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00590119 |
| 476 | SF_MDL00626796-6820 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00626796-6820 |
| 477 | SF_MDL00634960-5001 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00634960-5001 |
| 478 | SF_MDL00688120 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00688120 |
| 479 | SF_MDL00714547 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00714547 |
| 480 | SF_MDL00717089-7099 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00717089-7099 |
| 481 | SF_MDL00720240-0268 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00720240-0268 |
| 482 | SF_MDL00730343 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00730343 |
| 483 | SF_MDL00769699-9706 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00769699-9706 |
| 484 | SF_MDL00812811-2813 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00812811-2813 |
| 485 | SF_MDL00893380 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00893380 |
| 486 | SF_MDL00900050 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00900050 |
| 487 | SF_MDL00900411 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00900411 |
| 488 | SF_MDL00900452 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00900452 |
| 489 | SF_MDL00944208 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00944208 |
| 490 | SF_MDL00990386 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL00990386 |
| 491 | SF_MDL01095152 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL01095152 |
| 492 | SF_MDL01096463 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL01096463 |
| 493 | SF_MDL01096645 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL01096645 |
| 494 | SF_MDL01106204 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL01106204 |
| 495 | SF_MDL01244833 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL01244833 |

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| 496 | SF_MDL01250115 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL01250115 |
| 497 | SF_MDL01251440 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL01251440 |
| 498 | SF_MDL01253214 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL01253214 |
| 499 | SF_MDL01254037-4123 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL01254037-4123 |
| 500 | SF_MDL01327582 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL01327582 |
| 501 | SF_MDL01348590 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL01348590 |
| 502 | SF_MDL01352406 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL01352406 |
| 503 | SF_MDL01457335 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL01457335 |
| 504 | SF_MDL01459204-9210 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL01459204-9210 |
| 505 | SF_MDL01465308 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL01465308 |
| 506 | SF_MDL01467029 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL01467029 |
| 507 | SF_MDL01467830-7865 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL01467830-7865 |
| 508 | SF_MDL01469697 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL01469697 |
| 509 | SF_MDL01473615 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL01473615 |
| 510 | SF_MDL01474750 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL01474750 |
| 511 | SF_MDL01475270 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL01475270 |
| 512 | SF_MDL01479265 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL01479265 |
| 513 | SF_MDL01482875 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL01482875 |
| 514 | SF_MDL01521552 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL01521552 |
| 515 | SF_MDL06657623 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SF_MDL06657623 |
| 516 | SFN_MDL000102302 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SFN_MDL000102302 |
| 517 | SFN_MDL000112364 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SFN_MDL000112364 |
| 518 | SFN_MDL000117709-7710 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SFN_MDL000117709-7710 |
| 519 | SFN_MDL000124873-4874 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SFN_MDL000124873-4874 |
| 520 | SFN_MDL000126291-6298 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SFN_MDL000126291-6298 |
| 521 | SFN_MDL000126308-6327 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SFN_MDL000126308-6327 |
| 522 | SFN_MDL000323709-3714 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SFN_MDL000323709-3714 |
| 523 | SFN_MDL000460977 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SFN_MDL000460977 |
| 524 | SFN_MDL000674551-4554 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SFN_MDL000674551-4554 |
| 525 | SFN_MDL000689087 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SFN_MDL000689087 |
| 526 | SFN_MDL000691666-1684 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SFN_MDL000691666-1684 |
| 527 | SFN_MDL000692329-2352 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SFN_MDL000692329-2352 |
| 528 | SFN_MDL000694061-4071 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SFN_MDL000694061-4071 |
| 529 | SFN_MDL000698313-8322 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SFN_MDL000698313-8322 |
| 530 | SFN_MDL000851113-1144 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SFN_MDL000851113-1144 |
| 531 | SFN_MDL001034996 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SFN_MDL001034996 |
| 532 | SFN_MDL001045535 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SFN_MDL001045535 |
| 533 | SFN_MDL001045672 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SFN_MDL001045672 |
| 534 | SFN_MDL001120295 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SFN_MDL001120295 |
| 535 | SFN_MDL001208426 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SFN_MDL001208426 |
| 536 | SFN_MDL001208539 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SFN_MDL001208539 |
| 537 | SFN_MDL001208642-8679 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SFN_MDL001208642-8679 |
| 538 | SFN_MDL001211412 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SFN_MDL001211412 |
| 539 | SFN_MDL001213002 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SFN_MDL001213002 |
| 540 | SFN_MDL001214177 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SFN_MDL001214177 |
| 541 | SFN_MDL001214273 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SFN_MDL001214273 |
| 542 | SFN_MDL537174245 | Exhibit 3 of Dube Report (Facts and Data Considered) | | SFN_MDL537174245 |
| 543 | Price_Gap_Workbook_2014-Q2 – with Protective Order Legend.xlsx (Bates number unavailable – produced natively) | Exhibit 3 of Dube Report (Facts and Data Considered) | | |
| 544 | Allenby, G. and J. Brazzell and J. Howell (2014): “Economic Valuation of Product Features,” Quantitative Marketing and Economics, Vol. 12, no. 4, 421-456. | Exhibit 4 of Dube Report (References) | 2014 | |
| 545 | G.M. Allenby, N. Hardt and P.E. Rossi (2019), “Economic Foundations of Conjoint Analysis,” forthcoming in J.P. Dubé and P.E. Rossi (Eds.), Handbook of the Economics of Marketing, Volume 1, North Holland, page 31. | Exhibit 4 of Dube Report (References) | 2019 | |
| 546 | Besanko, D., S. Gupta and D. Jain (1998), “Logit Demand Estimation under Competitive Pricing Behavior: An Equilibrium Framework,” Management Science, Vol. 44, No. 11, pages 1533-1547. | Exhibit 4 of Dube Report (References) | 1998 | |
| 547 | Bronnenberg, B., J.P. Dubé, M. Gentzkow and J. Shapiro (2015), “Do Pharmacists Buy Bayer? Sophisticated Shoppers and the Brand Premium,” Quarterly Journal of Economics, Vol. 130, No. 4, pages 1669-1726. | Exhibit 4 of Dube Report (References) | 2015 | |
| 548 | Bronnenberg, B., J.P. Dubé and S. Moorthy (2019), “The Economics of Brands and Branding,” forthcoming in J.P. Dubé and P.E. Rossi (Eds.), Handbook of the Economics of Marketing, Volume 1, North Holland, page 31. | Exhibit 4 of Dube Report (References) | 2019 | |
| 549 | T. A. Cameron and M.D. James (1987), “Estimating Willingness to Pay from Survey Data: An Alternative Pre-Test-Market/Evaluation Procedure,” Journal of Marketing Research, 24(4), 389-395. | Exhibit 4 of Dube Report (References) | 1987 | |

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| 550 | Chintagunta, P.K., J.P. Dubé and V. Singh (2003), "Balancing Profitability and Customer Welfare in a Supermarket Chain," Quantitative Marketing and Economics, Vol. 1, pages 111-147. | Exhibit 4 of Dube Report (References) | 2003 | |
| 551 | Chintagunta, P. K., and H. Nair (2011), "Discrete-Choice Models of Consumer Demand in Marketing," Marketing Science, Vol. 30, No. 6, pages 977-996. | Exhibit 4 of Dube Report (References) | 2011 | |
| 552 | Gowrisankaran, G. and M. Rysman (2012), "Dynamics of Consumer Demand for New Durable Goods," Journal of Political Economy, Vol. 120, No. 6, pages 1173-1219. | Exhibit 4 of Dube Report (References) | 2012 | |
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| 722 | CD Marketing Control, SF_MDL00720240 at 6. | Reference 134 Dewhirst Report | | SF_MDL00720240 |
| 723 | SFNTC Overview, SF_MDL01251440 at 1464 (Slide 25). | Reference 135 Dewhirst Report | | SF_MDL01251440 |
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| 725 | SF_MDL01027712 | Reference 137 Dewhirst Report | | SF_MDL01027712 |
| 726 | Dep. of D. DePalma at 30. | Reference 138 Dewhirst Report | | |
| 727 | Engaging the Future, SF_MDL00177327 at 7333 (Slide 7). | Reference 139 Dewhirst Report | | SF_MDL00177327 |
| 728 | SFNTC Vision Presentations, SF_MDL01069183 at 74 (metadata date of 2/9/2009). | Reference 140 Dewhirst Report | | SF_MDL01069183 |
| 729 | SFTNC Welcome, RAI_2MDL00006237 at 77. Also produced as SF_MDL00900050. | Reference 141 Dewhirst Report | | RAI_2MDL00006237 SF_MDL00900050 |
| 730 | Santa Fe Natural Tobacco, SF_MDL01052611 at 2617 (Slide 7) (emphasis added). | Reference 142 Dewhirst Report | | SF_MDL01052611 |
| 731 | Evolution 2.0, SF_MDL01088001 at 379-80 (2011) (emphasis added). | Reference 143 Dewhirst Report | 2011 | SF_MDL01088001 |
| 732 | 2012 Strategic Plan, SF_MDL00016901 at 18 (emphasis added). | Reference 144 Dewhirst Report | 2012 | SF_MDL00016901 |
| 733 | RAI Form 10-K, FY Ending 12/31/11 at 9 (emphasis added). | Reference 145 Dewhirst Report | 2011 | |
| 734 | Natural American Spirit Website Evaluation Research, SF_MDL01095152 at 5169 (2013) (bold added, italics in original). | Reference 146 Dewhirst Report | 2013 | SF_MDL01095152 |
| 735 | Natural American Spirit Cigarettes Creative Brief, SF_MDL00018763 at 8763 (2013) (emphasis added). | Reference 147 Dewhirst Report | 2013 | SF_MDL00018763 |
| 736 | Work in Progress. Additive-Free and Organic – How do we speak simply to this? SF_MDL01142457 at 4259 (2013) (emphasis added). | Reference 148 Dewhirst Report | 2013 | SF_MDL01142457 |
| 737 | Consumer Engagement Business & Research Case, SF_MDL00025111 at Slide 5 (2014). (emphasis added). | Reference 149 Dewhirst Report | 2014 | SF_MDL00025111 |
| 738 | 2014 Strategic Plan for NAS, SF_MDL00015708 at 5724 (Slide 17) (emphasis added). | Reference 150 Dewhirst Report | 2014 | SF_MDL00015708 |
| 739 | SNTC Resource Guide Updated 4.1.14, SF_MDL01343352 at 3354. | Reference 151 Dewhirst Report | | SF_MDL01343352 |
| 740 | 2015 NAS Buyer Research, SF_MDL00029811 at 70 (emphasis added). | Reference 152 Dewhirst Report | 2015 | SF_MDL00029811 |
| 741 | EVN Presentation, SFN_MDL001204312 at 4316 (metadata date 20160804) (emphasis added). | Reference 153 Dewhirst Report | | SFN_MDL001204312 |
| 742 | Susan Cameron Orientation, SF_MDL00580721 at 0722 (Slide 2), 0731-32 (Slides 11-12) & Untitled, SF_MDL01244833 at 4834 (Slide 2), 4844-45 (Slides 12-13). | Reference 154 Dewhirst Report | | SF_MDL00580721 SF_MDL01244833 |
| 743 | Destination Portfolio Update, SF_MDL00035079 at 5082 (Slide 4) (2012) ("How can we differentiate our core product essence beyond additive-free...?"). This not only indicates the felt need to evolve, but confirms that the "core product essence" is "additive-free." | Reference 155 Dewhirst Report | 2012 | SF_MDL00035079 |

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| 744 | NAS Consumers' Brand Associations, SF_MDL00023767 at 4 (2013) (expanding PPOD "beyond Additive Free & Natural"). | Reference 156 Dewhirst Report | 2013 | SF_MDL00023767 |
| 745 | 2012 Strategic Plan, SF_MDL00016901 at 9 ("Accelerate and nurture the growth of Natural American Spirit through our sustainability enhancements to further differentiate our brand and company from key competitors strengthening our total proposition beyond 'natural' and 'additive-free.'" (italics emphasis added). | Reference 157 Dewhirst Report | 2012 | SF_MDL00016901 |
| 746 | Destination Portfolio Update, SF_MDL00035079 at 5083 (Slide 5) (2012) ("Ambiguity surrounding expansive use of descriptive language and trademarked descriptors will continue.") | Reference 158 Dewhirst Report | 2012 | SF_MDL00035079 |
| 747 | Susan Cameron Orientation, SF_MDL00580721 at 0735 (Slide 15) ("Key Risks: Regulations with disproportionate impact on NAS. Mitigation – Nomenclature – deeper more flexible proposition"). | Reference 159 Dewhirst Report | | SF_MDL00580721 |
| 748 | SFNTC Vision Presentations, SF_MDL01069183 at 76-77 (metadata date of 2/9/2009). Indeed, as early as 1991 SFNTC expressed concerns about FTC or FDA banning use of the term "natural" and indicated its use as a trademark, which eventually was the rationale set forth for retaining this descriptor on NAS packs and in NAS marketing materials. FTC Response, SF_MDL00105363 at 5556-5567 (1997). | Reference 160 Dewhirst Report | | SF_MDL01069183 SF_MDL00105363 |
| 749 | Market SWOT Analysis, SF_MDL00768518 at 8524 (2015) ("As American Society and FDA continues to apply pressure to regulate or ban smoking, NAS Organic products can be positioned to align with the change.") | Reference 161 Dewhirst Report | 2015 | SF_MDL00768518 |
| 750 | Review of Existing Business, SF_MDL01337915 at 7998 (Slide 84) ("KEY RISKS ... Loss of key words –natural, additive-free, organic"). | Reference 162 Dewhirst Report | | SF_MDL01337915 |
| 751 | Santa Fe Natural Tobacco, SF_MDL01052611 at 2629 (Slide 19) (2010) ("[A]ll of the evolution around our proposition not only increases the depth of the Natural American Spirit story, but continues our strategy of being able to relinquish 'natural' and 'additive-free' if future legislation no longer allows us the use of these terms.") | Reference 163 Dewhirst Report | 2010 | SF_MDL01052611 |
| 752 | Brand Update, SF_MDL00624407 at 4440 (2011) ("Going Beyond Natural: Objective: Focused approach to sustainability to further reinforce our positioning, strengthen our differentiation and prepare for legislative changes ... Prepare for loss of expansive use of descriptor language.") | Reference 164 Dewhirst Report | 2011 | SF_MDL00624407 |
| 753 | 2014 Strategic Plan for NAS, SF_MDL00015708 at 5726 (Slide 19) ("Messaging evolution development to position our brand for a world in which our ability to utilize certain descriptors may become more limited and/or increased competition.") | Reference 165 Dewhirst Report | 2014 | SF_MDL00015708 |
| 754 | Touch Base Post Cressida and Andrew Visit, SF_MDL00893973 (noting Cressida Lozano wanted to "touch base" on "Loss of additive-free, natural, etc." and suggesting potential alternatives including American Spirit straight and American Spirit pure) (2014). | Reference 166 Dewhirst Report | 2014 | SF_MDL00893973 |
| 755 | 2015-2016 Brand Equity Team Op Plan. "Laser Unicorns Rule the World," SF_MDL00173920 at 6. | Reference 167 Dewhirst Report | | SF_MDL00173920 |
| 756 | Untitled, SF_MDL00582790 at 22, 31. | Reference 168 Dewhirst Report | | SF_MDL00582790 |
| 757 | Untitled, SF_MDL00582790 at 22. | Reference 169 Dewhirst Report | | SF_MDL00582790 |
| 758 | FDA Warning Letter to SFNTC (8/27/15). | Reference 170 Dewhirst Report | 8/27/2015 | |
| 759 | SF_MDL00036578. See also SF_MDL00036601 and 00036814 and 00036857. | Reference 171 Dewhirst Report | | SF_MDL00036578 SF_MDL00036601 and 00036814 and 00036857 |
| 760 | Qualitative Research Findings: 2016 NAS DM Creative Testing, SF_MDL01106204 at 6237 (Slide 34) (2015) ("AS like the specificity of 'Tobacco and Water' ... and also the fact that it seems to rule out other ingredients.") | Reference 172 Dewhirst Report | | SF_MDL01106204 |
| 761 | Additive Free and Organic: How do We Speak Simply to This?, SF_MDL00142458 at 2465 (metadata date 20130910) ("Additive free is 100% whole leaf tobacco and water and that means no additives or flavorings and no stems or scrap tobacco.") | Reference 173 Dewhirst Report | | SF_MDL00142458 |
| 762 | Destination Portfolio Update, SF_MDL00035079 at 5082 (Slide 4) (2012). | Reference 174 Dewhirst Report | 2012 | SF_MDL00035079 |

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| 763 | Review of Existing Business, SF_MDL01337915 at 7989 (Slide 75) ("Strategic Abstract – There are two key areas that will further strengthen our brand for the short term and long term ... 2. An evolved product proposition that is ownable to NAS and has even more relevancy") (2012). | Reference 175 Dewhirst Report | 2012 | SF_MDL01337915 |
| 764 | Susan Cameron Orientation, SF_MDL00580721 (2014). | Reference 176 Dewhirst Report | 2014 | SF_MDL00580721 |
| 765 | Destination Portfolio Update, SF_MDL00035079 at 5082 (Slide 4) (2012) ("How can we differentiate our core product essence beyond additive-free....?"). | Reference 177 Dewhirst Report | 2012 | SF_MDL00035079 |
| 766 | 2015-2016 Brand Equity Team Op Plan. "Laser Unicorns Rule the World," SF_MDL00173920 at 9. | Reference 178 Dewhirst Report | | SF_MDL00173920 |
| 767 | Market SWOT Analysis, SF_MDL00768518 at 8524 (2015) (emphasis added). According to metadata accompanying the document, it was in the files of Wydd Chien, a Senior Director in Trade Marketing at SFNTC. | Reference 179 Dewhirst Report | 2015 | SF_MDL00768518 |
| 768 | Also see NAS Consumer Focus Group Summary, SF_MDL00897188 (2002 memo from K. Grover to C. Lozano summarizing focus group results and finding "NAS Brand Imagery" was described as "Pure, Wholesome.") | Reference 180 Dewhirst Report | | SF_MDL00897188 |
| 769 | https://www.merriam-webster.com/dictionary/wholesome . | Reference 181 Dewhirst Report | | |
| 770 | SFNTC 100% U.S. Grown Concept, SF_MDL01498255 at 8256 (Slide 2) (2010). | Reference 182 Dewhirst Report | 2010 | SF_MDL01498255 |
| 771 | SFNTC 100% U.S. Grown Concept, SF_MDL01498255 at 8258 (Slide 4) (2010) (emphasis added). | Reference 183 Dewhirst Report | 2010 | SF_MDL01498255 |
| 772 | SFNTC 100% U.S. Grown Concept, SF_MDL01498255 at 8259 (Slide 5) (2010) (emphasis added). | Reference 184 Dewhirst Report | 2010 | SF_MDL01498255 |
| 773 | SFNTC 100% U.S. Grown Concept, SF_MDL01498255 at 8262 (Slide 11) (2010) (emphasis added). | Reference 185 Dewhirst Report | 2010 | SF_MDL01498255 |
| 774 | Untitled, SF_MDL00582790 at 48 (emphasis added). | Reference 186 Dewhirst Report | | SF_MDL00582790 |
| 775 | Aaker DA. (2003). The power of the branded differentiator. MIT Sloan Management Review, 45 (1), 83-87. | Reference 187 Dewhirst Report | 2003 | |
| 776 | 2012 Strategic Plan, SF_MDL00016901 at 6906 (2011) (emphasis added). | Reference 188 Dewhirst Report | | SF_MDL00016901 |
| 777 | Dep. of K. Gonzales at 81: 22-24. | Reference 189 Dewhirst Report | | |
| 778 | 2013 Strategic Plan, Functional Reviews, SF_MDL00625004 at 5006 (emphasis in original). | Reference 190 Dewhirst Report | 2013 | SF_MDL00625004 |
| 779 | 2013 Strategic Plan, Functional Reviews, SF_MDL00625004 at 5009. | Reference 191 Dewhirst Report | 2013 | SF_MDL00625004 |
| 780 | SF_MDL00120419 (3Q 2012). | Reference 192 Dewhirst Report | 2012 | SF_MDL00120419 |
| 781 | SF_MDL00121419 (1Q 2013). | Reference 193 Dewhirst Report | 2013 | SF_MDL00121419 |
| 782 | SF_MDL00279497 (3Q 2012). | Reference 194 Dewhirst Report | 2012 | SF_MDL00279497 |
| 783 | SF_MDL00121420 (1Q 2013). | Reference 195 Dewhirst Report | 2013 | SF_MDL00121420 |
| 784 | SF_MDL00120391 (3Q 2012). | Reference 196 Dewhirst Report | 2012 | SF_MDL00120391 |
| 785 | SF_MDL00120294 (3Q 2012). | Reference 197 Dewhirst Report | 2012 | SF_MDL00120294 |
| 786 | SF_MDL00121421 (4Q 2012). | Reference 198 Dewhirst Report | 2012 | SF_MDL00121421 |
| 787 | SF_MDL00180216 (featuring only the front of the packs). | Reference 199 Dewhirst Report | | SF_MDL00180216 |
| 788 | SF_MDL00180218 | Reference 200 Dewhirst Report | | SF_MDL00180218 |
| 789 | 2014 Strategic Plan for NAS, SF_MDL00015708 at 5709 (Slide 2) | Reference 201 Dewhirst Report | 2014 | SF_MDL00015708 |
| 790 | Survey Documentation, SF_MDL00221202 at 1207, 1208 (Rev. 1993). | Reference 202 Dewhirst Report | | SF_MDL00221202 |
| 791 | SF_MDL00138816 at 8818 (1996). | Reference 203 Dewhirst Report | 1996 | SF_MDL00138816 |
| 792 | FTC Response, SF_MDL00105363 at 5483 (1997). | Reference 204 Dewhirst Report | 1997 | SF_MDL00105363 |
| 793 | Trade Marketing Overview, SF_MDL00810879 at 0915 (comments to Slide 20) (2006) (emphasis added). | Reference 205 Dewhirst Report | 2006 | SF_MDL00810879 |
| 794 | SFTNC Welcome, RAI_2MDL00006237 at 6 (underlining in original; bold added). Also produced as SF_MDL00900050. | Reference 206 Dewhirst Report | | RAI_2MDL00006237 SF_MDL00900050 |
| 795 | Summary of Learning, SF_MDL 00034642 at 2 (2012) (emphasis added). | Reference 207 Dewhirst Report | 2012 | SF_MDL 00034642 |
| 796 | 2013 Strategic Plan, Functional Reviews, SF_MDL00625004 at 5006 (bold emphasis added). | Reference 208 Dewhirst Report | 2013 | SF_MDL00625004 |
| 797 | NAS Perceptions Test, SF_MDL00022286 at 58 (2012) (emphasis added). | Reference 209 Dewhirst Report | 2012 | SF_MDL00022286 |
| 798 | Santa Fe Natural Tobacco, SF_MDL01052611 at 2622 (Slide 12) (2010) (emphasis added). | Reference 210 Dewhirst Report | 2010 | SF_MDL01052611 |
| 799 | NAS Overview, SF_MDL01253214 at 3222 (Slide 9) (emphasis added). See Slide 6 to corroborate that "investment" means marketing spend. | Reference 211 Dewhirst Report | | SF_MDL01253214 |

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| 800 | CRM Op Plan, SF_MDL00016841 at 6842 (Slide 2) (emphasis added). | Reference 212 Dewhirst Report | | SF_MDL00016841 |
| 801 | CE Discussion & Workshop, SF_MDL00579911 at 9976 (comments to Slide 10) (emphasis added). | Reference 213 Dewhirst Report | | SF_MDL00579911 |
| 802 | 2013 Strategy Day NAS, SF_MDL01250115 at 0116 (Slide 2) (2013) (emphasis added). Also see 2014 Strategic Plan for NAS, SF_MDL00015708 at 5715 (Slide 8) (same) & Susan Cameron Orientation, SF_MDL00580721 at 0727 (Slide 7) (same). | Reference 214 Dewhirst Report | | SF_MDL01250115 SF_MDL00015708 SF_MDL00580721 |
| 803 | The Tipping Point: 2016-2017 Op Plan, SF_MDL00155831 at 24 (emphasis added). | Reference 215 Dewhirst Report | | SF_MDL00155831 |
| 804 | Company Plan Meeting, SF_MDL00185658 at 5668 (Slide 11) (2009). | Reference 216 Dewhirst Report | 2009 | SF_MDL00185658 |
| 805 | SFNTC Welcome, RAI_MDL00006237 at 6304-6305 (Slides 68-69) (2009) (emphasis added). | Reference 217 Dewhirst Report | 2009 | RAI_MDL00006237 |
| 806 | CRM Op Plan, SF_MDL00016841 at 6856 (2013). | Reference 218 Dewhirst Report | 2013 | SF_MDL00016841 |
| 807 | CE Discussion & Workshop, SF_MDL00579911 at 9920. | Reference 219 Dewhirst Report | | SF_MDL00579911 |
| 808 | 2012 Strategic Plan, SF_MDL00016901 at 6918 (2011). | Reference 220 Dewhirst Report | 2011 | SF_MDL00016901 |
| 809 | Welcome presentation, SF_MDL00168707 at 8716 (2010). | Reference 221 Dewhirst Report | 2010 | SF_MDL00168707 |
| 810 | Welcome presentation, SF_MDL00168707 (2010). | Reference 222 Dewhirst Report | 2010 | SF_MDL00168707 |
| 811 | Brand Update, SF_MDL00624407 at 4445 (2011) (emphasis added). | Reference 223 Dewhirst Report | 2011 | SF_MDL00624407 |
| 812 | NAS Consumer Focus Group Summary, SF_MDL00897188 (2002). See NAS Perceptions Test, SF_MDL00022286 at 43-55 (2012). See SFNTC Natural American Spirit, SF_MDL00167910 at 7933 ("Large brands are now suffering from what some call a 'trust gap' ... A growing number of consumers are concerned that major brands are inherently bad just because they are big.") | Reference 224 Dewhirst Report | | SF_MDL00897188 SF_MDL00022286 SF_MDL00167910 |
| 813 | Company Plan Meeting, SF_MDL00185658 at 5682-83 (Slides 25-26) (2009). | Reference 225 Dewhirst Report | 2009 | SF_MDL00185658 |
| 814 | Company Plan Meeting, SF_MDL00185658 at 5671-5672 (Slides 4-5) (2009) (emphasis added). | Reference 226 Dewhirst Report | 2009 | SF_MDL00185658 |
| 815 | Brand Update, SF_MDL00624407 at 4439 (2011) (emphasis added). | Reference 227 Dewhirst Report | 2011 | SF_MDL00624407 |
| 816 | Brand Update, SF_MDL00624407 at 4445 (2011) (emphasis added). | Reference 228 Dewhirst Report | 2011 | SF_MDL00624407 |
| 817 | 2012 Strategic Plan, SF_MDL00016901 at 6905 (2011). | Reference 229 Dewhirst Report | | SF_MDL00016901 |
| 818 | SFNTC Vision Presentations, SF_MDL01069183 at Slide 81 (metadata date of 2/9/2009). | Reference 230 Dewhirst Report | | SF_MDL01069183 |
| 819 | NAS Portfolio & MSFT Update, SF_MDL01051806 at 1824. | Reference 231 Dewhirst Report | | SF_MDL01051806 |
| 820 | The Tipping Point: 2016-2017 Op Plan, SF_MDL00165831 at 5884 (Slide 54). | Reference 232 Dewhirst Report | | SF_MDL00165831 |
| 821 | Santa Fe Natural Tobacco, SF_MDL01052611 at 2619 (Slide 9) (2010). | Reference 233 Dewhirst Report | 2010 | SF_MDL01052611 |
| 822 | Dep. of D. DePalma at 127:19-24. | Reference 234 Dewhirst Report | | |
| 823 | NAS Portfolio & MSFT Update, SF_MDL01051806 at 1810. | Reference 235 Dewhirst Report | | SF_MDL01051806 |
| 824 | The Tipping Point: 2016-2017 Op Plan, SF_MDL00165831 at Slide 56. | Reference 236 Dewhirst Report | | SF_MDL00165831 |
| 825 | Calderon.Kara Vol. 1 (7/25/18) | Facts and Data Considered Dewhirst Report | 7/25/2018 | |
| 826 | Calderon.Kara Vol. 2 (9/27/18) | Facts and Data Considered Dewhirst Report | 9/27/2018 | |
| 827 | Calderon.Kara Vol. 3 (9/27/18) | Facts and Data Considered Dewhirst Report | 9/27/2018 | |
| 828 | DeLoach.Kenneth (6/14/18) | Facts and Data Considered Dewhirst Report | 6/14/2018 | |
| 829 | DePalma.David (6/6/18) | Facts and Data Considered Dewhirst Report | 6/6/2018 | |
| 830 | Gonzales.Kimberly (4/10/18) | Facts and Data Considered Dewhirst Report | 4/10/2018 | |
| 831 | Haley.Dan (5/23/18) | Facts and Data Considered Dewhirst Report | 5/23/2018 | |
| 832 | Huyett.Andrew (6/15/18) | Facts and Data Considered Dewhirst Report | 6/15/2018 | |
| 833 | Leslie.Carri (5/18/18) | Facts and Data Considered Dewhirst Report | 5/18/2018 | |
| 834 | Leslie.Carri (7/24/18) | Facts and Data Considered Dewhirst Report | 7/24/2018 | |
| 835 | Little.Michael (6/21/18) | Facts and Data Considered Dewhirst Report | 6/21/2018 | |
| 836 | Lozano.Cressida (5/30/18) | Facts and Data Considered Dewhirst Report | 5/30/2018 | |
| 837 | Trujillo.Stephanie (4/11/18) | Facts and Data Considered Dewhirst Report | 4/11/2018 | |
| 838 | Class Representatives (Benson, Blevins, Chavez, Emmons, Haksal, Hebert, Horne, Litwin, Miller, Murphy, Pontusson, Sproule) | Facts and Data Considered Dewhirst Report | | |
| 839 | Gregory S. Carpenter, et al., Meaningful Brands from Meaningless Differentiation, 31 J. of Marketing Research 339-350 (Aug. 1994) | Facts and Data Considered Dewhirst Report | 8/00/1994 | |
| 840 | Consumer Reports – Natural Food Labels Survey – 2015 Nationally Representative Phone Survey David A. Aaker, Building Strong Brands | Facts and Data Considered Dewhirst Report | 2015 | |

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| 841 | RAI 10-K FY 2010 | Facts and Data Considered Dewhurst Report | 2010 | |
| 842 | RAI 10-K FY 2011 | Facts and Data Considered Dewhurst Report | 2011 | |
| 843 | RAI 10-K FY 2012 | Facts and Data Considered Dewhurst Report | 2012 | |
| 844 | RAI 10-K FY 2013 | Facts and Data Considered Dewhurst Report | 2013 | |
| 845 | RAI 10-K FY 2014 | Facts and Data Considered Dewhurst Report | 2014 | |
| 846 | RAI 10-K FY 2015 | Facts and Data Considered Dewhurst Report | 2015 | |
| 847 | RAI 10-K FY 2016 | Facts and Data Considered Dewhurst Report | 2016 | |
| 848 | RAI_2MDL00006237 | Facts and Data Considered Dewhurst Report | | RAI_2MDL00006237 |
| 849 | SF_MDL00001308 | Facts and Data Considered Dewhurst Report | | SF_MDL00001308 |
| 850 | SF_MDL00015635 | Facts and Data Considered Dewhurst Report | | SF_MDL00015635 |
| 851 | SF_MDL00015708 | Facts and Data Considered Dewhurst Report | | SF_MDL00015708 |
| 852 | SF_MDL00016841 | Facts and Data Considered Dewhurst Report | | SF_MDL00016841 |
| 853 | SF_MDL00016901 | Facts and Data Considered Dewhurst Report | | SF_MDL00016901 |
| 854 | SF_MDL00016901 | Facts and Data Considered Dewhurst Report | | SF_MDL00016901 |
| 855 | SF_MDL00016947 | Facts and Data Considered Dewhurst Report | | SF_MDL00016947 |
| 856 | SF_MDL00018763 | Facts and Data Considered Dewhurst Report | | SF_MDL00018763 |
| 857 | SF_MDL00018960 | Facts and Data Considered Dewhurst Report | | SF_MDL00018960 |
| 858 | SF_MDL00020035 | Facts and Data Considered Dewhurst Report | | SF_MDL00020035 |
| 859 | SF_MDL00020392 | Facts and Data Considered Dewhurst Report | | SF_MDL00020392 |
| 860 | SF_MDL00021130 | Facts and Data Considered Dewhurst Report | | SF_MDL00021130 |
| 861 | SF_MDL00021248 | Facts and Data Considered Dewhurst Report | | SF_MDL00021248 |
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| 864 | SF_MDL00021840 | Facts and Data Considered Dewhurst Report | | SF_MDL00021840 |
| 865 | SF_MDL00021959 | Facts and Data Considered Dewhurst Report | | SF_MDL00021959 |
| 866 | SF_MDL00022286 | Facts and Data Considered Dewhurst Report | | SF_MDL00022286 |
| 867 | SF_MDL00023079 | Facts and Data Considered Dewhurst Report | | SF_MDL00023079 |
| 868 | SF_MDL00023576 | Facts and Data Considered Dewhurst Report | | SF_MDL00023576 |
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| 1052 | Dewhirst Deposition (7/21/19) | | |
| 1053 | Report of Timothy Dewhirst, Ph.D. | Exhibit 1 Dewhirst Deposition | |
| 1054 | Article by Timothy Dewhirst: "Into the Black: Marlboro brand architecture, packaging and marketing communication of relative harm." | Exhibit 2 Dewhirst Deposition | |
| 1055 | Research Paper by R.W. Pollay and T. Dewhirst Entitled "A Premiere example of the illusion of harm reduction cigarettes in the 1990s." | Exhibit 3 Dewhirst Deposition | |

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| 1056 | Zoom Insights - SFNTC "100% U.S. Grown" Concept, Qualitative Consumer Learning, 8/9/10. | Exhibit 4 Dewhirst Deposition | | |
| 1057 | Merriam-Webster website printout of the word "natural." | Exhibit 5 Dewhirst Deposition | | |
| 1058 | Addiction Commentary - Commentary on Burton et al (2012): The influence of tobacco retail merchandising on tobacco consumption. | Exhibit 6 Dewhirst Deposition | | |
| 1059 | Article by Timothy Dewhirst Entitled "Price and tobacco marketing strategy: Lessons from 'dark' markets and implications for the WHO Framework Convention on Tobacco Control. | Exhibit 7 Dewhirst Deposition | | |
| 1060 | Article by Timothy Dewhirst Entitled "Package size matters: Tobacco packaging, retail merchandising and its influence on trial and impulse sales." | Exhibit 8 Dewhirst Deposition | | |
| 1061 | Article by Timothy Dewhirst and Wonkyong Beth Lee Entitled "Who is the target? Package health warnings and the role of market segmentation." | Exhibit 9 Dewhirst Deposition | | |
| 1062 | Article by S.J. Anderson, T. Dewhirst, P.M. Ling Entitled "Every document and picture tells a story: Using internal corporate document reviews, semiotics, and content analysis to assess tobacco advertising." | Exhibit 10 Dewhirst Deposition | | |
| 1063 | Email to David DePalma from Kara Calderon dated 2014/03/21. | Exhibit 11 Dewhirst Deposition | 3/21/2014 | |
| 1064 | Natural American Spirit Cigarettes - Creative Feedback Summary dated 12/17/13. | Exhibit 12 Dewhirst Deposition | 12/17/2013 | |
| 1065 | Email to Kara Calderon from Amy Tapley dated 2013/12/23. | Exhibit 13 Dewhirst Deposition | 12/23/2013 | |
| 1066 | Dewhirst Deposition (8/15/19) | | | |
| 1067 | Article Entitled "Naturally Good: Front-Of-Package Claims As Message Cue." | Exhibit 14 Dewhirst Deposition | | |
| 1068 | Article Entitled "European And American Perspectives On The Meaning Of Natural." | Exhibit 15 Dewhirst Deposition | | |
| 1069 | 2015 NAS Buyer Research Assessing Source Of Business Within The NAS Portfolio: Report, Dated April 7, 2015. | Exhibit 16 Dewhirst Deposition | | |
| 1070 | Insights For Discussion Draft, Synthesis Across 1h13 NAS Research Projects, Dated 7/29/2013. | Exhibit 17 Dewhirst Deposition | | |
| 1071 | Bundle Of Documents Entitled "Santa Fe Natural Tobacco Company - Welcome!!" | Exhibit 18 Dewhirst Deposition | | |
| 1072 | Chapter 4 Of David Aaker's Book, "A Brand Personality Connects." | Exhibit 19 Dewhirst Deposition | | |
| 1073 | Chapter 5 Of David Aaker's Book, "The Organization And Its Higher-Purpose Differentiate." | Exhibit 20 Dewhirst Deposition | | |
| 1074 | Chapter 6 Of David Aaker's Book, "Get Beyond Functional Benefits." | Exhibit 21 Dewhirst Deposition | | |
| 1075 | Article By Timothy Dewhirst And Robert Sparks Entitled "Brand Mismanagement: Rothmans Cigarette Marketing, 1957-2000. | Exhibit 22 Dewhirst Deposition | | |
| 1076 | Federal Trade Commission Article Entitled "FTC Accepts Settlement Of Charges That Ads For Winston 'No Additive' Cigarettes Are Deceptive." | Exhibit 23 Dewhirst Deposition | | |
| 1077 | Article By Timothy Dewhirst And Matthew Farish Entitled "Super Bowl Xxxix: Branded Patriotism," Dated February 10, 2005. | Exhibit 24 Dewhirst Deposition | 2/10/2005 | |
| 1078 | Article Entitled "The Impact Of Cigarette Branding And Plain Packaging On Perceptions Of Product Appeal And Risk Among Young Adults In Norway: A Between-Subjects Experimental Survey." | Exhibit 25 Dewhirst Deposition | | |
| 1079 | Article Entitled "The Effect Of Cigarette Branding And Plain Packaging On Female Youth In The United Kingdom." | Exhibit 26 Dewhirst Deposition | | |
| 1080 | Cummings Expert Report | | | |
| 1081 | http://tobaccoexhibits.musc.edu/ | Page 2 Cummings Report | | |
| 1082 | Cummings KM, Hastrup JL, Swedrock T, Hyland A, Perla J, Pauly JL. Consumer perception of risk associated with filters contaminated with glass fibers. Cancer Epidemiol Biomarkers Prev. 2000. 9(9):977-979. | Page 3 Cummings Report | | |
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| 1085 | O'Connor RJ, Travers-Bansal M, Cummings KM, Hammond D, Thrasher J, Tworek C, McDermott N. Filter presence and tipping paper color influence consumer perceptions of cigarettes BMC Public Health 2015. 22;15:1279. | Page 3 Cummings Report | | |
| 1086 | Borland R, Yong HH, King B, Cummings KM, Fong GT, Elton TE, Hammond D, McNeill A. Use of and beliefs about 'light' cigarettes in four countries: Findings from the International Tobacco Control policy evaluation survey. Nicotine Tob. 2004. Res 6 Suppl 3:S311-321. | Page 3 Cummings Report | | |
| 1087 | Cummings KM, et al. What do Marlboro Light smokers know about low tar cigarettes? Nicotine Tob Res. 2004. 6(Supplement 3):S323-S332. | Page 3 Cummings Report | | |
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| 1089 | Borland R, Fong GT, Yong HH, Cummings KM, Hammond D, King B, Siahpush M, McNeill A, Hastings G, O'Connor RJ, Elton-Marshall T, Zanna MP. What happened to smokers' beliefs about light cigarettes when "light/mild" brand descriptors were banned in the UK? Findings from the International Tobacco Control (ITC) Four Country Survey. Tob Control. 2008. 17(4):256-262. | Page 4 Cummings Report | | |
| 1090 | Yong HH, Borland R, Cummings KM, Hammond D, O'Connor RJ, Hastings G, King B. Impact of the removal of misleading terms on cigarette pack on smokers' beliefs about "light/mild" cigarettes: cross-country comparisons. Addiction. 2011. 106(12):2204-2213. | Page 4 Cummings Report | | |
| 1091 | Mutti S, Hammond D, Borland R, Cummings MK, O'Connor RJ, Fong GT. Beyond light and mild: cigarette brand descriptors and perceptions of risk in the International Tobacco Control (ITC) Four Country Survey. Addiction. 2011. 106(6): 1166-1175. | Page 4 Cummings Report | | |
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| 1098 | Cummings KM, et al. Are smokers adequately informed about the health risks of smoking and medicinal nicotine? Nicotine Tob Res. 2004. 6 Suppl 3:S333-340. | Page 4 Cummings Report | | |

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| 1102 | Published scientific articles and official reports (e.g., Surgeon General reports, NCI Monographs, Institute of Medicine reports, etc.) | Page 5 Cummings Report | | |
| 1103 | Internal documents of tobacco manufacturers relating to the design features, marketing and market research of cigarettes, including, but not limited to NAS cigarettes | Page 5 Cummings Report | | |
| 1104 | Advertisements for NAS cigarettes including representations on their website | Page 5 Cummings Report | | |
| 1105 | Correspondence and press statements from the Federal Trade Commission, State Attorneys General, the U.S. Food and Drug Administration, Santa Fe Natural Tobacco Company (SFNTC), and R.J. Reynolds Tobacco Company having to do with the marketing of NAS Cigarettes | Page 5 Cummings Report | | |
| 1106 | SFNTC, Report on Harmful and Potentially Harmful Constituents, September 2012 | Page 6 Cummings Report | 9/00/2012 | |
| 1107 | 2009 and 2011 SFNTC internal comparison of deliveries of HPHCs (Harmful and Potentially Harmful Components) in its cigarettes vs. those in the leading competitive brands (SFN_MDL000490879). | Page 6 Cummings Report | | SFN_MDL000490879 |
| 1108 | SFNTC's graph - NAS vs. Market Leading Competition by HPHC (NIC mg/cig) | Page 6 Cummings Report | | |
| 1109 | SFNTC's graph - NAS vs. Market Leading Competition by HPHC (1,3 Butadiene ug/cig) | Page 7 Cummings Report | | |
| 1110 | Minn. Tobacco Substance Reporting Form, SF_MDL00045478 | Page 7 Cummings Report | | SF_MDL00045478 |
| 1111 | Deposition taken of Michael Anthony Little, a long-time leaf blender and former President of Santa Fe Natural Tobacco Company between November 2011 and July 2017 (deposition taken on June 21, 2018) | Page 7 Cummings Report | | |
| 1112 | Excerpts of deposition testimony of Michael Anthony Little, June 21, 2018 (Page 20; Lines 12-17) | Page 8 Cummings Report | 6/21/2018 | |
| 1113 | Excerpts of deposition testimony of Michael Anthony Little, June 21, 2018 (Page 20; Lines 18-24) | Page 8 Cummings Report | 6/21/2018 | |
| 1114 | Excerpts of deposition testimony of Michael Anthony Little, June 21, 2018 (Pages 20-21; Lines 25, 1-4) | Page 8 Cummings Report | 6/21/2018 | |
| 1115 | Excerpts of deposition testimony of Michael Anthony Little, June 21, 2018 (Page 22; Lines 17-20) | Page 8 Cummings Report | 6/21/2018 | |
| 1116 | Excerpts of deposition testimony of Michael Anthony Little, June 21, 2018 (Page 22; Lines 21-24) | Page 8 Cummings Report | 6/21/2018 | |
| 1117 | Excerpts of deposition testimony of Michael Anthony Little, June 21, 2018 (Page 23; Lines 20-24) | Page 8 Cummings Report | 6/21/2018 | |
| 1118 | Excerpts of deposition testimony of Michael Anthony Little, June 21, 2018 (Pages 24-25; Lines 22-25, 1-2) | Page 8 Cummings Report | 6/21/2018 | |
| 1119 | Excerpts of deposition testimony of Michael Anthony Little, June 21, 2018 (Page 25; Lines 16-21) | Page 8 Cummings Report | 6/21/2018 | |
| 1120 | SFNTC's former Senior Director of Marketing, Mr. David DePalma deposition testimony of Mr. David DePalma, June 6, 2018 | Page 8 Cummings Report | 6/6/2018 | |
| 1121 | Excerpts of deposition testimony of Mr. David DePalma, June 6, 2018 (Page 22; Lines 8-11) | Page 8 Cummings Report | 6/6/2018 | |
| 1122 | Excerpts of deposition testimony of Mr. David DePalma, June 6, 2018 (Pages 49-50; Lines 24-25, 1-6) | Page 8 Cummings Report | 6/6/2018 | |
| 1123 | Excerpts of deposition testimony of Mr. David DePalma, June 6, 2018 (Page 51; Lines 9-15) | Page 8 Cummings Report | 6/6/2018 | |
| 1124 | Deposition of Kara Calderon former brand manager for NAS cigarettes, July 25, 2018 p30-31, lines 19-25, 1-6 & p33, lines 3-20 | Page 9 Cummings Report | 7/25/2018 | |

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| 1125 | Website, "NAS cigarettes are not safer than other cigarettes." (https://www.americanspirit.com/FooterLinks/Faqs) | Page 9 Cummings Report | | |
| 1126 | Peer-reviewed research conducted by academic researchers (McDaniel PA and Malone RE; 2007; Czoli CD and Hammond D, 2013; Kelly KJ and Manning K, 2014; O'Connor RJ, et al, 2017; Byron et al, 2017; Leas EC, et al 2017, Moran MB, et al, 2017; Agaku et al, 2017; Pearson JL, et al, 2018) | Page 9 Cummings Report | | |
| 1127 | FDA, Additivefree and Natural Descriptors and Disclaimer Influence on Smokers' Perceptions of Natural American Spirit Cigarettes, Office of Science, Center for Tobacco Products, FDA, August 21, 2015 | Page 9 Cummings Report | | |
| 1128 | National Cancer Institute's Monograph 13: (NCI Monograph 13, Ch. 1, p5) | Page 9 Cummings Report | | |
| 1129 | B&W 1953; PM Tindall 1992 | Page 10 Cummings Report | | |
| 1130 | 2002, the market share for NAS cigarettes was 0.2% and by 2016 it had grown to 2% (Sharma, 2016; Maxwell 2017) | Page 10 Cummings Report | | |
| 1131 | Letter from health groups to Mitch Zeller at FDA, August 24 2015 | Page 10 Cummings Report | 8/24/2015 | |
| 1132 | Kara Calderon, Deposition July 25, 2018, p 18, lines 9-20). | Page 10 Cummings Report | 7/25/2018 | |
| 1133 | Kara Calderon, Deposition July 25, 2018, p18-19, lines 21-25, 1-3 | Page 10 Cummings Report | 7/25/2018 | |
| 1134 | Kim Gonzales, Deposition April 20, 2018, p61, lines 2-16 & p113, lines 1-5 | Page 10 Cummings Report | 4/20/2018 | |
| 1135 | Kim Gonzales, Deposition April 20, 2018, p75, lines 8-23 & p81 lines 11-24 | Page 10 Cummings Report | 4/20/2018 | |
| 1136 | Kara Calderon, Deposition July 25, 2018, p 13-17 (documents) | Page 10 Cummings Report | | |
| 1137 | Data from the Population Assessment of Tobacco and Health (PATH) Survey conducted in 2013-2014 (Nahas et al, 2018). | Page 10 Cummings Report | | |
| 1138 | Walters A and Long M, 2012; Schleenbecker R and Hamm U, 2013 | Page 11 Cummings Report | | |
| 1139 | RJR, Reynolds Naturals undated; Arnet JJ, 1999 | Page 11 Cummings Report | | |
| 1140 | SF_MDL00584153 (Filter Specification Report) | Page 11-Footer 1 Cummings Report | | SF_MDL00584153 |
| 1141 | NCI Monograph 19, 2010 | Page 11 Cummings Report | | |
| 1142 | Blatnik Report, 1957 | Page 11 Cummings Report | | |
| 1143 | FTC, March 3, 1999; Brown, State Attorneys Generals, March 1, 2010; Simoneau, FDA, August 27, 2015 | Page 11 Cummings Report | | |
| 1144 | FTC, March 3, 1999 | Page 11 Cummings Report | | |
| 1145 | Brown, State Attorney Generals, March 1, 2010 | Page 11 Cummings Report | | |
| 1146 | Simoneau and Neuhauser, FDA and RAI, January 19, 2017 | Page 12 Cummings Report | | |
| 1147 | FDA, Additive-free and Natural Descriptors and Disclaimer Influence on Smokers' Perceptions of Natural American Spirit Cigarettes, Office of Science, Center for Tobacco Products, FDA, August 21, 2015 | Page 12 Cummings Report | | |
| 1148 | Deposition of SFNTC corporate representative Carri Leslie taken July 24, 2018 | Page 12 Cummings Report | 7/24/2018 | |
| 1149 | Excerpts of deposition testimony of Carri Leslie, July 24, 2018 (Pages 41-42; Lines 22-25, 1-17) | Page 12 Cummings Report | 7/24/2018 | |
| 1150 | Excerpts of deposition testimony of Carri Leslie, July 24, 2018 (Page 48; Lines 9-21) | Page 13 Cummings Report | 7/24/2018 | |
| 1151 | Excerpts of deposition testimony of Carri Leslie, July 24, 2018 (Page 50; Lines 8-19) | Page 13 Cummings Report | 7/24/2018 | |
| 1152 | Excerpts of deposition testimony of Carri Leslie, July 24, 2018 (Pages 52-53; Lines 19-25, 1-7) | Page 13 Cummings Report | 7/24/2018 | |
| 1153 | Excerpts of deposition testimony of Carri Leslie, July 24, 2018 (Pages 37-38; Lines 22-25, 1-5) | Page 13 Cummings Report | 7/24/2018 | |
| 1154 | 1993 RJ Reynolds study investigated the use of the descriptor "all natural" (RJ Reynolds, January, 1993). | Page 13 Cummings Report | | |
| 1155 | 1997 Philip Morris research report (Philip Morris, February, 1997). | Page 13 Cummings Report | | |
| 1156 | November 30, 2015, e-mail from Tatiana Gormley, Research Director at BuzzBack Market Research to Robin Bernstein, Senior Research Manager at Buzzback Market Research (BuzzBack Market Research November 2015 e-mail correspondence). | Page 13 Cummings Report | 11/30/2015 | |
| 1157 | RJ Reynolds history of rewriting and removing from their files research reports that might be relevant in litigation (B&W May 6 1963; RJ Reynolds, December 18, 1969; RJ Reynolds, 1970; RJ Reynolds, November 6, 1975). | Page 14 Cummings Report | | |

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| 1158 | Internal correspondence (B&W, January 25, 1975; RJ Reynolds, August 21, 2001, 1981). | Page 14 Cummings Report | | |
| 1159 | A 1981 RJ Reynolds memo a (RJ Reynolds, December 8, 1981). | Page 14 Cummings Report | 12/8/1981 | |
| 1160 | A 1991 fax from a New York marketing firm used by RJ Reynolds to conduct marketing research on the Joe Camel campaign notes that "under our current scrutiny, a wise move to rid ourselves of developmental work!" (Young and Rubicam, October 31, 1991). | Page 14 Cummings Report | | |
| 1161 | BuzzBack Market Research, one conducted in 2014 and the other conducted in 2017 are instructive (see folder labelled Buzzback Ad Analyses 2014 & 2017). | Page 14 Cummings Report | | |
| 1162 | Buzzback's actual spreadsheet reflecting a sample of "health" responses to the open-ended questions: "Seeing these ads makes me think the Natural American Spirit Brand [fill in the blank] because [fill in the blank]." | Page 15 Cummings Report | | |
| 1163 | folder labelled Buzzback Ad Analyses 2014 & 2017. Search terms included the following: "health," "safe," "harm," "better for me," "better for you," "bad for me" "bad for you," "good for you," "pure," and "clean." A participant was counted only once even if he or she used more than one of these terms. | Page 15-Footer 2 Cummings Report | | |
| 1164 | Internal SFNTC documents suggest a "two week menthol equilibration" period after manufacture. (SFN_MDL000076059 (Email "FW: Organic Portfolio – Pipeline"))). | Page 16 Cummings Report | | SFN_MDL000076059 |
| 1165 | A 2013 internal email states plainly: "Menthol needs 14 days to equilibrate before shipping..." (SFN_MDL000362980 (Email "FW: SFNTC Destination Portfolio – Pipeline Production"))). | Page 16 Cummings Report | | SFN_MDL000362980 |
| 1166 | Excerpts of deposition testimony of Mr. Michael Little, June 21, 2018 (Page 36; Lines 20-22) | Page 16 Cummings Report | 6/21/2018 | |
| 1167 | Excerpts of deposition testimony of Mr. Michael Little, June 21, 2018 (Pages 36-37; Lines 23-25, 2) | Page 16 Cummings Report | 6/21/2018 | |
| 1168 | Excerpts of deposition testimony of Mr. Michael Little, June 21, 2018 (Page 37; Lines 2-3) | Page 16 Cummings Report | 6/21/2018 | |
| 1169 | Excerpts of deposition testimony of Mr. Michael Little, June 21, 2018 (Page 37; Lines 9-13) | Page 16 Cummings Report | 6/21/2018 | |
| 1170 | Excerpts of deposition testimony of Mr. Michael Little, June 21, 2018 (Page 37; Lines 14-20) | Page 16 Cummings Report | 6/21/2018 | |
| 1171 | Excerpts of deposition testimony of Mr. David DePalma, June 6, 2018 (Page 21; Lines 5-16) | Page 16 Cummings Report | 6/6/2018 | |
| 1172 | Excerpts of deposition testimony of Mr. David DePalma, June 6, 2018 (Page 21; Lines 13-16) | Page 16 Cummings Report | 6/6/2018 | |
| 1173 | Excerpts of deposition testimony of Kenneth DeLoach, June 14, 2018 (Page 122; Lines 19-21) | Page 17 Cummings Report | 6/14/2018 | |
| 1174 | Excerpts of deposition testimony of Kenneth DeLoach, June 14, 2018 (Page 122; Lines 22-25) | Page 17 Cummings Report | 6/14/2018 | |
| 1175 | Excerpts of deposition testimony of Kenneth DeLoach, June 14, 2018 (Page 123; Lines 12-25) | Page 17 Cummings Report | 6/14/2018 | |
| 1176 | Excerpts of deposition testimony of Kenneth DeLoach, June 14, 2018 (Page 124; Lines 1-5) | Page 17 Cummings Report | 6/14/2018 | |
| 1177 | 2010 ad claims SFNTC is able to "make a menthol cigarette without adding anything to the tobacco" and explains the menthol is in the filter so "All you're burning is 100% additive-free tobacco." | Page 17 Cummings Report | 2010 | |
| 1178 | 2014 "approved response" regarding menthol (SF_MDL 00004644 (Email "RE: approved responses for NAS questions.")) (emphasis added). | Page 18 Cummings Report | 2014 | SF_MDL 00004644 |
| 1179 | 2010 Customer Care Center employee orientation handbook. (SF_MDL00177512, Customer Care Orientation Packet 2010). | Page 18 Cummings Report | 2010 | SF_MDL00177512 |
| 1180 | Webpage script which was "legal approved" in 2007. (SF_MDL00309097). | Page 18 Cummings Report | 2007 | SF_MDL00309097 |
| 1181 | 2012 focus group report (titled "NAS – Menthol-SF") (SF_MDL00034643, NAS – Menthol SF Summary of Learning). | Page 18 Cummings Report | 2012 | SF_MDL00034643 |
| 1182 | Letter from RAI to the FDA in response to their August 2015 warning letter (see page 15, RAI September 15, 2015). | Page 18 Cummings Report | | |
| 1183 | SFNTC Strategic Plan, SF_MDL00016947 | Page 19 Cummings Report | | SF_MDL00016947 |
| 1184 | SFN_MDL000302351 | Page 19 Cummings Report | | SFN_MDL000302351 |

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| 1185 | Excerpts of deposition testimony of Kara Calderon, July 25, 2018 (Pages 41-42; Lines 21-25, 1-8) | Page 20 Cummings Report | 7/25/2018 | |
| 1186 | Excerpts of deposition testimony of Kara Calderon, July 25, 2018 (Page 42; Lines 10-16) | Page 20 Cummings Report | 7/25/2018 | |
| 1187 | Excerpts of deposition testimony of Kara Calderon, July 25, 2018 (Page 50; Lines 2-20) | Page 20 Cummings Report | 7/25/2018 | |
| 1188 | Excerpts of deposition testimony of Kara Calderon, July 25, 2018 (Page 59; Lines 6-13) | Page 20 Cummings Report | 7/25/2018 | |
| 1189 | Cummings Deposition (7/19/19) | | | |
| 1190 | Amended Notice of Deposition | Exhibit 1 Cummings Deposition | | |
| 1191 | CV | Exhibit 2 Cummings Deposition | | |
| 1192 | Expert Witness Report of K. Michael Cummings, PhD, MPH | Exhibit 3 Cummings Deposition | | |
| 1193 | NSDUH Article, Key Substance Use and Mental Health Indicators in the United States: Results from 1 the 2017 National Survey of Drug Use and Health | Exhibit 4 Cummings Deposition | | |
| 1194 | 2015 FDA Study, Additive-Free and Natural Descriptors and Disclaimer Influence on Smokers' Perceptions of Natural American Spirit Cigarettes | Exhibit 5 Cummings Deposition | | |
| 1195 | Spreadsheet | Exhibit 6 Cummings Deposition | | |
| 1196 | Spreadsheet | Exhibit 7 Cummings Deposition | | |
| 1197 | PDF Document of 2014 Search Terms | Exhibit 8 Cummings Deposition | | |
| 1198 | PDF Document of 2017 Search Terms | Exhibit 9 Cummings Deposition | | |
| 1199 | HINTS FDA 2 Public Codebook | Exhibit 10 Cummings Deposition | | |
| 1200 | American Spirit Style Wheel | Exhibit 11 Cummings Deposition | | |
| 1201 | Calderone Transcript Excerpt | Exhibit 12 Cummings Deposition | | |
| 1202 | Cigarette Warnings (1985-Present) | Exhibit 13 Cummings Deposition | | |
| 1203 | Advertisement, American Spirit Menthol | Exhibit 14 Cummings Deposition | | |
| 1204 | Zoom Insights Summary of Learning | Exhibit 15 Cummings Deposition | | |
| 1205 | Article, The Effects of Natural Cigarette Claims on Adolescents' Brand-Related Beliefs, Attitudes, and Intentions | Exhibit 16 Cummings Deposition | | |
| 1206 | Article, Perceptions of Natural and Additive-Free Cigarettes and Intentions to Purchase | Exhibit 17 Cummings Deposition | | |
| 1207 | Article, Adolescents' and Adults' Perceptions of Natural, Organic and Additive-Free Cigarettes, and the Required Disclaimers | Exhibit 18 Cummings Deposition | | |
| 1208 | Article, Use of Imagery and Text that Could Convey Reduced Harm in American Spirit Advertisements | Exhibit 19 Cummings Deposition | | |
| 1209 | Article, Cigarette Design and Marketing Features are Associated with Increased Smoking Susceptibility and Perception of Reduced Harm Among Smokers in 27 EU | Exhibit 20 Cummings Deposition | | |
| 1210 | Article, Real. Simple. Deadly. A Pilot Test of Consumer Harm Perceptions in Response to Natural American Spirit Advertising | Exhibit 21 Cummings Deposition | | |
| | NAS | | | |
| 1211 | 2001 WSJ article (1982 – founding of the company) | NAS | 12/10/2001 | yux80c00 |
| 1212 | Read What America's leading Natural Foods teacher has to say about the advantages of Native American Natural Tobaccos! | NAS | | ttph0087 |
| 1213 | Tobacco Cell Wall Research | NAS | 6/00/1988 | sxxm0113 |
| 1214 | What Mail Order Buyers Say About American Spirit | NAS | 12/1/1988 | stph0087 |
| 1215 | Analytical Investigation on Cigarette Filter Pellet Material Natural American Spirit | NAS | 11/11/1994 | tngx0172 |
| 1216 | Analyses of "American Spirit" Cigarettes | NAS | 11/14/1994 | kzxx0053 |
| 1217 | New Brands | NAS | 11/0/1994 | zkdk0041 |
| 1218 | Competitive Assessment Report-Natural American Spirit Update | NAS | 2/14/1995 | jkny0091 |
| 1219 | 2001 RJR compilation of SFNTC newsclips (February 1995, Palm Beach Post; January 1998, Santa Fe New Mexican; April 2000; September 2000; July 2001) | NAS | | cmz10d00 |
| 1220 | Natural American Spirit Blend Microanalysis | NAS | 3/15/1995 | sqwp0088 |
| 1221 | All Natural Review | NAS | 11/6/1995 | ptvf0157 |
| 1222 | Analytical Investigation Control No. MISC96020-Natural American Spirit; Requisition Code: X96073 | NAS | 9/5/1996 | jlgf0018 |
| 1223 | The growing popularity of American Spirit-E.M. McAtee | NAS | 11/8/1996 | jgdl0188 |
| 1224 | B&W-What's not in our cigarettes is as important as what is in them | NAS | 1997 | phmm0078 |
| 1225 | American Indian Tobacco Education Network boycotts NAS | NAS | 3/0/1997 | sgpj0191 |
| 1226 | B&W-American Spirit-Product Appeal | NAS | 7/0/1997 | shmm0078 |
| 1227 | Competitive Advertising Claims/Issues | NAS | 9/9/1997 | mgxj0059 |
| 1228 | RJR printout of NAS webpage | NAS | 12/0/1997 | pkq15j00 |

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| 1229 | RJR printout of NAS webpage | NAS | 11/27/2001 | pkq15j00 |
| 1230 | Lorillard Tobacco Company-No Additive Exploratory Management Summary | NAS | 1/19/1998 | jxjx0045 |
| 1231 | Technique Development For The Measurement of Low Level Propylene Glycol in Tobacco /305 | NAS | 9/8/1998 | hypb0221 |
| 1232 | NAS ad in Esquire Magazine | NAS | 10/0/1998 | tyhx0061 |
| 1233 | B&W-Analytical Research Monthly Progress Report - November 1998 / 001 | NAS | 12/0/1998 | hljc0221 |
| 1234 | B&W-American Spirit Cigarettes / 151 | NAS | 10/5/1999 | yypb0221 |
| 1235 | R.J. Reynolds Agrees to Acquire Santa Fe Natural for \$320 Million | NAS | 11/22/2001 | ots17a00 |
| 1236 | Cigarette Information Highlights: American Spirit | NAS | 11/12/2002 | hrs10i00 |
| 1237 | Santa Fe Natural Tobacco Company RAI Board Presentation- September 9, 2005 | NAS | 9/9/2005 | rjpk0223 |
| 1238 | Article published in Tobacco Control: "I always thought they were all pure tobacco": American smokers' perceptions of "natural" cigarettes and tobacco industry advertising strategies; Patricia A McDaniel, Ruth E Malone; Tobacco Control 2007;16:e7; (http://www.tobaccocontrol.com/cgi/content/full/16/6/e7). | NAS | 12/0/2007 | |
| 1239 | Ad - https://www.tobaccofreekids.org/pressoffice/2011/americanspirit1.pdf | NAS | 2011 | |
| 1240 | Ad- https://www.tobaccofreekids.org/pressoffice/2011/americanspirit2.pdf | NAS | 2011 | |
| 1241 | Article published in Journal of Health Communication: The effects of natural cigarette claims on adolescents' brand-related beliefs, attitudes, and intentions; Kathleen J. Kelly a & Kenneth Manning a Department of Marketing, College of Business , Colorado State University , Fort Collins , Colorado , USA | NAS | 3/14/2014 | |
| 1242 | Campaign for Tobacco Free Kids blog post Now on Newsstands: Is it Sports Illustrated's Swimsuit or Tobacco Issue?http://www.tobaccofreekids.org/tobacco_unfiltered/post/2015_02_12_si | NAS | 2/12/2015 | |
| 1243 | Sports Illustrated's published 2015 swimsuit issue | NAS | 2/0/2015 | |
| 1244 | Article published in Chemical Research in Toxicology: Polycyclic Aromatic Hydrocarbons in the Mainstream Smoke of Popular U.S. Cigarettes; An T. Vu,† Kenneth M. Taylor,*,† Matthew R. Holman,† Yan S. Ding,‡ Bryan Hearn,‡ and Clifford H. Watson‡ | NAS | 7/9/2015 | |
| 1245 | Coalition Letter to the FDA | NAS | 8/24/2015 | |
| 1246 | FDA press release: FDA takes action against three tobacco manufacturers for making "additive-free" and/or "natural" claims on cigarette labeling | NAS | 8/27/2015 | |
| 1247 | Warning Letter from the FDA to Santa Fe Natural Tobacco Company | NAS | 8/27/2015 | |
| 1248 | RAIS's response to the FDA's 8/27/15 Warning Letter | NAS | 9/18/2015 | |
| 1249 | Letter from RAIS to the FDA requesting a meeting to discuss the 8/27/15 Warning Letter | NAS | 9/18/2015 | |
| 1250 | Letter from King & Spalding on behalf of RAIS regarding the 11/18/15 meeting between RAIS and the FDA. | NAS | 11/20/2015 | |
| 1251 | Article published in Tobacco Control: Adolescents' and adults' perceptions of 'natural', 'organic' and 'additive-free' cigarettes, and the required disclaimers; M Justin Byron, Sabeeh A Baig, Kathryn E Moracco, Noel T Brewer | NAS | 12/1/2015 | |
| 1252 | Letter from RAIS to the FDA – supplemental response to the 8/27/15 Warning Letter. RAIS needs the documents in its FOIA request. | NAS | 12/2/2015 | |
| 1253 | Letter from RAIS to the FDA – supplemental response to the 8/27/15 Warning Letter | NAS | 2/24/2016 | |
| 1254 | Campaign for Tobacco Free Kids blog post Sports Illustrated Releases Its Annual Tobacco – Uh, Swimsuit – Issue http://www.tobaccofreekids.org/tobacco_unfiltered/post/2016_02_24_si | NAS | 2/24/2016 | |

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| 1255 | Article published in Nicotine & Tobacco Research: American Spirit Pack Descriptors and Perceptions of Harm: A Crowdsourced Comparison of Modified Packs; Jennifer L. Pearson, PhD, MPH, Amanda Richardson, PhD, MS, Shari P. Feirman, PhD, MS, Andrea C. Villanti, PhD, MPH, Jennifer Cantrell, DrPH, MPA, Amy Cohn, PhD. Michael Tancelosky, BEE, Thomas R. Kirchner, PhD | NAS | 5/10/2016 | |
| 1256 | Article published in Health Education & Behavior: Perceptions of "Natural" and "Additive-Free" Cigarettes and Intentions to Purchase; Richard J. O'Connor, PhD, M. Jane Lewis, DrPH2, Sarah E. Adkison, MA, Maansi Bansal-Travers, MS, PhD, and K. Michael Cummings, MPH, PhD | NAS | 6/8/2016 | |
| 1257 | SFNTC Timeline (1989) | NAS | 1989 | yfhx0065 |
| 1258 | RAIS letter (9/18/15) | NAS | | |
| 1259 | Discount Tobacco City & Lottery, Inc., et al vs. United States of America, et al. (United States Court of Appeals, Sixth Circuit) | NAS | 7/27/2011 | |
| 1260 | Case Decision-Discount Tobacco City & Lottery, Inc., et al vs. United States of America, et al. (United States Court of Appeals, Sixth Circuit) | NAS | 3/19/2012 | |
| 1261 | Rehearing and Rehearing En Banc Denied: Discount Tobacco City & Lottery, Inc., et al vs. United States of America, et al. (United States Court of Appeals, Sixth Circuit) | NAS | 5/31/2012 | |
| 1262 | Memorandum of Agreement between FDA and RAIS/Santa Fe (Attached as an exhibit to Defendants' 2/23/17 motion to dismiss) | NAS | 1/19/2017 | |
| 1263 | Campaign for Tobacco-Free Kids Press Release: FDA/Santa Fe Natural Tobacco Agreement Fails to Protect the Public from Misleading Claims and Imagery on Natural American Spirit Cigarettes | NAS | 3/2/2017 | |
| 1264 | Article on the CSP Magazine website: Reynolds Gets to Keep 'Natural' Brand Name | NAS | 3/6/2017 | |
| 1265 | Article published in Tobacco Control: Use of Imagery and text that could convey reduced harm in American Spirit advertisements | NAS | 3/0/2017 | |
| 1266 | Article published in Tobacco Control: Misperceptions of harm among Natural American Spirit smokers: results from wave 1 of the Population Assessment of Tobacco and Health (PATH) study (2013-2014) | NAS | 3/0/2017 | |
| 1267 | Editorial in American Journal of Public Health: Natural American Spirit Brand Marketing Casts Health Halo Around Smoking; by Judith J. Prochaska, PhD, MPH, Epperson and Henriksen | NAS | 5/0/2017 | |
| 1268 | General Tobacco Documents | | | |
| 1269 | Pack of camel crush cigarettes | 1 | | |
| 1270 | Pack of Camel #9 | 2 | | |
| 1271 | Carton of American spirit additive free menthol dark green | 11 | | |
| 1272 | Bon Appetit April 2019 magazine with American spirit ad | 12 | | |
| 1273 | Susan Ivey - redacted - good old days | 13 | | |
| 1274 | American spirit roll your own pack | 14 | | |
| 1275 | Vuse alto device and flavor pods mint, menthol, mixed berry | 15 | | |
| 1276 | 6 packs of American spirit cigarette packs | 7 composite | | |
| 1277 | Rolling Stones: The Fortieth Anniversary | AC349 | | |
| 1278 | Glamour | AC352 | | |
| 1279 | Project 1995 | AC378 | | |
| 1280 | Exhibit D (SFWeekly Article 5-15-01)-Apology | AC388 | | |
| 1281 | The deposition of Jeanne Bonhomme taken on 3/8/11, 3/23/11 and 3/27/11 marked exhibit 3- A document Bates number 2415000 | AC426 | | |
| 1282 | The deposition of Jeanne Bonhomme taken on 3/8/11, 3/23/11 and 3/27/11 marked exhibit 41- Correspondence regarding Parliament Image Study, dated October 4, 1988 | AC464 | | |
| 1283 | The deposition of Jeanne Bonhomme taken on 3/8/11, 3/23/11 and 3/27/11 marked exhibit 44-Philip Morris USA Inter-Office Correspondence, dated August 30, 1994 | AC467 | | |
| 1284 | Doctrine of Uncertainty - Jet Lincoln to Robert DuPuis | AC654 | | |
| 1285 | 01/04/1954; Advertisement: A Frank Statement to Cigarette Smokers | PT00307 | | |
| 1286 | 00/00/2003; Raising Kids Who Don't Smoke | PT00425 | | |

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| 1287 | 01/30/1984; R. J. REYNOLDS TOBACCO COMPANY: Can We have an Open Debate about Smoking? | PT00467 | | |
| 1288 | Composite cigarette advertisements | PT00498 | | |
| 1289 | Composite cigarette advertisements | PT00498A | | |
| 1290 | Composite cigarette advertisements | PT00498B | | |
| 1291 | Composite cigarette advertisements | PT00499 | | |
| 1292 | Composite cigarette advertisements | PT00500 | | |
| 1293 | Composite cigarette advertisements | PT00500a | | |
| 1294 | Composite cigarette advertisements | PT00500b | | |
| 1295 | Composite cigarette advertisements | PT00502 | | |
| 1296 | Composite cigarette advertisements | PT00503C | | |
| 1297 | Composite cigarette advertisements | PT00503E | | |
| 1298 | Composite cigarette advertisements | PT00503F | | |
| 1299 | Composite cigarette advertisements | PT00504 | | |
| 1300 | VIDEO: Tobacco Institute - Project Truth Video: The Other Side of the Smoking Controversy. | PT00526VA | | |
| 1301 | Movie Clip - What Cigarette do you smoke Doctor? More doctors smoke Camels. | PT00543VA | | |
| 1302 | Movie Clip - Now Voyager w/Bette Davis | PT00544VA | | |
| 1303 | TV Commercial - Marlboro - Julie London Sings the Marlboro Song | PT00545VA | | |
| 1304 | Video-To have and to have not | PT00547VA | | |
| 1305 | VIDEO: World War One movie reel | PT00548VA | | |
| 1306 | Commercial - Winston - Beverly Hillbillies - Granny and Pearl Smoking Over the Phone | PT00554VA | | |
| 1307 | Commercial - Winston - Flintstones - Let's Take a Winston Break while the women work (Fred and Barney) version 2 | PT00570VA | | |
| 1308 | VIDEO: I Love Lucy television program and advertisement - Philip Morris Cigarettes (1952) | PT00577VA | | |
| 1309 | Video - Do you Inhale? [4283] Philip Morris | PT00588VA | | |
| 1310 | 11/17/1953; Memo, Meeting, 9a.m. November 5, 1953 Sloan-Kettering Institute | PT00692 | | |
| 1311 | 05/18/1989; Ammonia Technology Conference Minutes Louisville, Kentucky | PT00709 | | |
| 1312 | 11/03/1969; Smoking and Health Proposal | PT00718 | | |
| 1313 | 06/28/1969; Brown & Williamson Tobacco Company (B&W); Smoking and Health Proposal | PT00719 | | |
| 1314 | 00/00/1969; Why One Smokes | PT00959 | | |
| 1315 | 07/03/1963; Outgoing cable from Addison Yeaman at Brown & Williamson to Mr. McCormick | PT00978 | | |
| 1316 | 02/02/1973; Claude Teague, RJR - Research Planning Memorandum on Some Thoughts About New Brands of Cigarettes For the Youth Market | PT01040 | | |
| 1317 | 12/10/1953; Western Union telegram from Paul Hahn, American Tobacco to EA Darr, RJ Reynolds | PT01044 | | |
| 1318 | 12/10/1953; NY Times Article, "Tobacco Stock Hit by Cancer Reports; Some Drop to Lows for Year After Medical Warnings, but Industry Spokesman Scoffs" | PT01044A | | |
| 1319 | Handwritten notes | PT01051 | | |
| 1320 | 02/01/1965; Handwritten notes - RA Tamol - Presentation Outline | PT01057 | | |
| 1321 | 02/01/1965; Handwritten notes - RA Tamol - Possible Basic Brand Development Areas | PT01057A | | |
| 1322 | 03/07/1974; Moral Issue on FTC Tar | PT01072 | | |
| 1323 | 09/17/1975; Barbro Goodman to Leo Meyer, Philip Morris - Marlboro - Marlboro Lights Study Delivery Data | PT01075 | | |
| 1324 | 05/07/1984; Memo from R. D Latshow, Philip Morris to AJ Kay, Jr. Suspension of Dow Purchases | PT01097 | | |
| 1325 | 11/29/1977; Memo from T.S. Osdene, Philip Morris to R. B. Seligman - Some Comments about the CTR Program | PT01153 | | |
| 1326 | 01/10/1978; Memo from T. S. Osdene to File -- CTR Meeting, New York City, January 5, 1978 | PT01154 | | |
| 1327 | 10/11/1978; Ames test | PT01201 | | |
| 1328 | 12/18/1972; Apple Wine Cigarette Project | PT01213 | | |
| 1329 | 12/04/1973; Cigarette Concept to Assure R. J. Reynolds a Larger Segment of the Youth Market | PT01233 | | |
| 1330 | 07/22/1980; Memo from G.H. Long, RJ Reynolds to E. A. Horrigan, Jr. Re: MDD Report on Teenage Smokers 14-17 | PT01237 | | |
| 1331 | 05/01/1968; Letter from J. B. Mann, RJ Reynolds to Forth Graders at Geiger School | PT01252 | | |
| 1332 | 08/05/1963; Herewith the three volumes of "Project HIPPO I and II." | PT01257 | | |

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| 1333 | 03/08/1973; Memo from John McCain, RJ Reynolds to J. O. Watson, RJ Reynolds - Re: NFO Preference Share Data-Youth Market | PT01265 | | |
| 1334 | 06/06/1972; Letter from T. K. Cahill, RJ Reynolds to Sherry Fine of Batesman School | PT01277 | | |
| 1335 | 09/15/1978; Mutagenicity studies on smoke tar fractions | PT01312 | | |
| 1336 | 04/07/1950; I have your letter of April 4th on the subject of simulating our RALEIGH package for your candy cigarettes | PT01353 | | |
| 1337 | 01/17/1950; We have and thank you for your letter of January 7, 1950 in which you request permission to use the figure on our Raleigh package in the manufacture and sale of candy under the name "Ralette." | PT01355 | | |
| 1338 | 03/07/1967; First of all, let me apologize for the delay in answering your letter of February 20 with reference to "the sale of bubble gum and candy in 'cigarette' packages. | PT01357 | | |
| 1339 | 12/08/1970; Memo from J. Wakeham, Philip Morris to J.F. Cullman, III -- Re: Best Program for C.T.R. | PT01408 | | |
| 1340 | 01/11/1990; A number of your fifth grade students have written R. J. Reynolds Tobacco Company commenting that they do not feel our company should allow the use of our brand names on children's toys and candy cigarettes. | PT01433A | | |
| 1341 | 12/27/1966; Letter from T. K. Cahill of RJ Reynolds to Miss Lloydene Williamson of Philomath Junior-Senior High School | PT01447 | | |
| 1342 | 10/23/1980; Younger Adult Smokers | PT01479 | | |
| 1343 | 01/03/1966; If you find any needed corrections or changes in the enclosed, please note them at meeting of Counsel on Thursday, January 6. | PT01493 | | |
| 1344 | 09/07/1971; I am enclosing for your information a Confidential report from Bill Kloepfer to me on the meeting with Dr. Howard of the AMA. | PT01497 | | |
| 1345 | 01/19/1971; Letter from William Lewis, American Cancer Society to Horace Kornegay, The Tobacco Institute | PT01500 | | |
| 1346 | 06/14/1983; In furtherance of the agreements reached between yourself and Associated Film Promotions, Inc. representing their client Brown & Williamson Tobacco Corp, I wish to put in summary form the various understandings and details regarding B & W's appearances and usage in your next five scheduled motion pictures. | PT01505 | | |
| 1347 | 03/12/1964; Attached is a report of a survey of cigarettes smoking as of early January, based upon returns from approximately 5,000 families and 7,500 individual smokers. YOUTH SMOKING WINSTON | PT01506 | | |
| 1348 | 08/20/1970; As I have previously advised you, the dismissal of British-American Tobacco Company Limited as a defendant in the Peters case in Chicago does not relieve our concern over BAT's possible involvement in smoking and health litigation in the future. | PT01515 | | |
| 1349 | 05/06/1963; Letter from Jack Johnston, Brown & Williamson to DeBaun Bryant, White and Case | PT01524 | | |
| 1350 | 09/02/1987; Letter from Ernie Pepples, Brown & Williamson to Bill Hobbs, The Council for Tobacco Research | PT01525 | | |
| 1351 | 12/09/1959; Youth Research Institute 1959 Cigarette Smoking Study Among High School and College Students | PT01533A | | |
| 1352 | 05/02/1963; Letter from Jack, White and Case to Addison Yeaman, B&W | PT01542 | | |
| 1353 | 04/04/1978; Memo from Ernest Pepples, B&W to J.E. Edens et al re: CTR Budget | PT01544 | | |
| 1354 | 06/12/1970; Memo from Shirley Williams and Bud Roper, Roper Research Associates to Steve Fountaine, Philip Morris - re: Suggestions for Research to Answer Questions Raised on Philip Morris Benchmark Study | PT01546 | | |
| 1355 | 09/18/1963; Letter from R. B. Griffith, B&W to John Kirwan, British-American Tobacco | PT01552 | | |
| 1356 | 07/18/1973; This is the file and history on the idea we had for a cigarette with full nicotine satisfaction but sharply reduced 'tar'. | PT01553 | | |

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| 1357 | 06/02/1976; On April 1st 1976 I received a mailing piece from your goodselves and a \$1.00 gift voucher off a carton of VANTAGE filter or menthol cigarettes. | PT01565 | | |
| 1358 | 06/30/1976; Further to my recent letter regarding your invitation to purchase a carton of Vantage Cigarettes and thereby "save" a dollar, I wish to rephrase my original letter and ask as specifically as possible: | PT01566 | | |
| 1359 | 04/07/1972; The letters you and other members of your class wrote to various officials of our Company regarding a WINSTON ad you saw in the Los Angeles Times have come to this department for reply. | PT01577 | | |
| 1360 | 03/31/1977; Letter from Robert Seligman, Philip Morris to Max Hauserman, Philip Morris Europe | PT01592 | | |
| 1361 | 03/31/1977; Letter from Robert Seligman, Philip Morris to Max Hauserman, Philip Morris Europe | PT01592 | | |
| 1362 | 12/17/1984; In our October 23 meeting, you strongly suggested that we need to keep the lines of communication open in anticipation that there will be other occasions requiring a clear dialogue concerning the marketing of Nicorette. | PT01596 | | |
| 1363 | 10/18/1979; Superman II (The Movie) | PT01598 | | |
| 1364 | 07/30/1957; Letter from EA Darr, RJ Reynolds to Paul Hahn, American Tobacco Company | PT01608 | | |
| 1365 | 02/00/1991; Brown and Williamson Report - ROOT Technology A Handbook For Leaf Benders And Product Developers | PT01635 | | |
| 1366 | 09/30/1974; 1975 Marketing Plans Presentation Hilton Head September 30, 1974 | PT01641 | | |
| 1367 | 01/11/1989; Good Morning America | PT01667VA | | |
| 1368 | VIDEO: 1974; Smoking and Health: The Need to Know | PT01675VA | | |
| 1369 | VIDEO: 02/03/1983; Interview with Anne Browder, Tobacco Institute by Diane Magnum, TV station WPLG-TV - Miami | PT01680VA | | |
| 1370 | 01/03/1971; CBS News - Face the Nation Interview with Joseph F. Cullman III | PT01681VA | | |
| 1371 | VIDEO: 06/07/1955; Edward R. Murrow - See It Now | PT01682 | | |
| 1372 | 10/20/1983; ABC 20/20 Interview by John Stoessel of Anne Browder, Tobacco Institute | PT01683VL | | |
| 1373 | CBS News (Episode) on Smoking and Health with Harry Reasoner, includes interview with Hugh Cullman | PT01685VA | | |
| 1374 | CBS News (Episode) on Smoking and Health with Harry Reasoner, includes interview with Hugh Cullman | PT01685VB | | |
| 1375 | CBS News (Episode) on Smoking and Health with Harry Reasoner, includes interview with Hugh Cullman | PT01685VC | | |
| 1376 | Excerpt of Videotape deposition of Robert K. Heimann | PT01691VA | | |
| 1377 | Excerpt of Videotape deposition of Robert K. Heimann | PT01691VB | | |
| 1378 | VIDEO: 05/01/1976; Interview of Executives of Philip Morris | PT01699VA | | |
| 1379 | VIDEO: 02/02/1984; Ted Koppel, ABC Nightline Interview with Edward Horrigan, President, RJ Reynolds | PT01751VA | | |
| 1380 | 1994; Sworn testimony of industry executives before the House Committee chaired by Rep. Henry Waxman | PT01771VA | | |
| 1381 | Video - CBS Dan Rather Clip - "the smoking war in the United States escalated today giving people who oppose smoking another weapon..." Nicotine with Susan Spencer with C. EverettKoop "just as addictive as heroin and cocaine" with Jack Henningfield "nicotine is a drug" Tobacco Institute response "report unwarranted...since people continue to quit it can't be addictive" | PT01777VA | | |
| 1382 | 10/19/1977; Bill Dunn, Philip Morris to Tom Osdene - Report on Smoker Psychology Program Review | PT01809 | | |
| 1383 | 10/15/1987; Project LF Potential Year 1 Marketing Strategy from RJTRDOCS.Com | PT01812a | | |
| 1384 | 02/04/1980; Teenage Smokers (14-17) and New Adult Smokers and Quitters | PT01813 | | |
| 1385 | 12/01/1982; Report from Claude Teague, RJ Reynolds to Robert DiMarco -- Nordine Study | PT01820 | | |
| 1386 | 05/24/1971; Memo from A.H. Laurene, RJ Reynolds to Murray Senkus Re: Possible IBT Projects | PT01835 | | |

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| 1387 | 01/23/1975; The test market plan on Turk is the most professional & the most conclusive ever run | PT01836 | | |
| 1388 | 01/24/1975; From time to time when describing market categories and target audiences we use reference such as "young smokers," "young market," "youth market," etc. | PT01841 | | |
| 1389 | 02/14/1973; Confidential Memo from Ernest Pepples, Brown & Williamson to John Blalock | PT01867 | | |
| 1390 | 00/00/1988; List by year of movies for which product was supplied in connection with Charles Pomerantz and Andrew Varela | PT01881 | | |
| 1391 | 04/28/1992; Lorillard CTR Inquiry | PT01911 | | |
| 1392 | 12/13/1982; Memo from Wayne Juchatz, RJ Reynolds to S. B. Witt - Re: Dr. DiMarco | PT01913 | | |
| 1393 | 04/29/1974; Compound W | PT01931 | | |
| 1394 | 01/29/1964; Memo from George Weissman, Philip Morris to Joseph F. Cullman, 3rd; Philip Morris re: Surgeon General's Report | PT01933 | | |
| 1395 | 10/28/1968; Memo from Carl Thompson, Hill & Knowlton to William Kloefer, Jr. Hill & Knowlton - Tobacco and Health Research Procedural Memo | PT01941 | | |
| 1396 | 02/13/1962; Memo re: The Effects of Smoking Proposal for Further Research Contracts with Battelle | PT01945 | | |
| 1397 | 01/24/1975; From time to time when describing market categories and target audiences we use references such as "young smokers," "young market," "youth market", etc. | PT01950 | | |
| 1398 | 06/24/1974; Memo from A.W. Spears, Lorillard to Curtis Judge, Lorillard | PT01964 | | |
| 1399 | 08/30/1978; Product Information | PT02003 | | |
| 1400 | 11/03/1977; Memo fro William Dunn, Philip Morris to Tom Osdene, Philip Morris - Re: Proposed Study by Levy | PT02006 | | |
| 1401 | 02/16/1978; Memo from Tom Osdene, Philip Morris to R. B. Seligman, Philip Morris - Re: Roper Study Proposal to Tobacco Institute | PT02007 | | |
| 1402 | 02/19/1969; Memo from William Dunn, Philip Morris to Helmut Wakeham, Philip Morris - Re: Jet's Money Offer | PT02009 | | |
| 1403 | 02/04/1976; Report by Ernie Pepples, B&W - Re: Industry Response to Cigarette/Health Controversy | PT02023 | | |
| 1404 | 10/20/1966; Confidential Memo from John Blalock, B&W to Addison Yeaman, B&W | PT02027 | | |
| 1405 | 04/30/1992; Lorillard/CTR Inquiry | PT02038 | | |
| 1406 | 03/28/1972; Report by Claude Teague - Re: Research Planning Memorandum on a New Type of Cigarette Delivering a Satisfying Amount of Nicotine with a Reduced "Tar"-to-Nicotine Ratio | PT02044 | | |
| 1407 | 12/11/1963; With the expectation of adverse publicity in the forthcoming Release by the Surgeon General's Office on cigarettes, I am wondering if we should take the matter in an aura of defeatism and acceptance, or, if we should utilize the assets at our command and do something that would be timely and in keeping with good business. | PT02045 | | |
| 1408 | 12/16/1963; Thanks for your letter of December 11, suggesting a KENT sampling campaign at the time of the release by the Surgeon General's Office. | PT02046 | | |
| 1409 | 05/01/1972; Memo by Fred Panzer, TI to Horace Kornegay, TI - Re: The Roper Proposal | PT02050 | | |
| 1410 | 02/13/1980; Memo from Richard Smith, Lorillard to A.W. Spears, et al | PT02056 | | |
| 1411 | 11/09/1976; Lowered Nicotine Project | PT02057 | | |
| 1412 | Hill and Knowlton Memo - "Forwarding Memorandum" | PT02061 | | |
| 1413 | 09/15/1964; Lorillard Sales Position | PT02073 | | |
| 1414 | 08/24/1978; Memo from H.D. Steele, B&W to M. J. McCue - Re: Future consumer reaction to nicotine | PT02077 | | |
| 1415 | 12/17/1953; Claude Teague, RJ Reynolds to Mr. Hoover - Re: Disclosure of Invention - Filter tip materials undergoing color change on contact with tobacco smoke | PT02078 | | |
| 1416 | 07/29/1977; To follow up our telephone conversation of this date, I approve the request of Walter Thompson to present a paper at the ASQC meeting in Chicago. | PT02097 | | |
| 1417 | 09/27/1982; NBER Models Of Price Sensitivity By Age/Sex | PT02112 | | |

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| 1418 | 02/07/1974; French Camel Filter Ad | PT02120 | | |
| 1419 | 09/29/1978; Attached is a statement by Bill Shinn concerning the value of Council for Tobacco Research. | PT02123 | | |
| 1420 | 10/07/1953; Report by George Weissman, Philip Morris to Robert DuPuis, Philip Morris | PT02125 | | |
| 1421 | 04/15/1968; Memo from William Kloeppfer, Tobacco Institute to Earle Clements, Tobacco Institute | PT02130 | | |
| 1422 | 11/02/1959; Report by Alan Rodgman, RJ Reynolds to Ken Hoover, RJ Reynolds -- Re: The Optimum Composition of Tobacco and its Smoke | PT02141 | | |
| 1423 | 00/00/1979; Ammoniation | PT02152 | | |
| 1424 | 11/06/1975; Memo from Claude Teague, RJ Reynolds to Frank Colby | PT02155 | | |
| 1425 | 08/17/1954; Memo from Carl Thompson, Hill & Knowlton to T. V. Hartnett - Re: Report Through July 31 | PT02169 | | |
| 1426 | 06/29/1973; Audience testing of "Smoking & Health The Need to Know" | PT02173 | | |
| 1427 | 12/18/1969; Memo from Murray Senkus, RJ Reynolds to Max Crohn, RH Reynolds - Re: Invalidation of Some Reports in the Research Department | PT02181 | | |
| 1428 | 09/09/1980; Memo from Mr. Knopick, Tobacco Institute to William Kloeppfer, Tobacco Institute | PT02184 | | |
| 1429 | 08/16/1968; Statement by the Tobacco Institute in connection with the report of the Task Force for Smoking and Health. | PT02188 | | |
| 1430 | 04/23/1958; Memo from Jet Lincoln, Philip Morris to Robert Millhiser et al, Phil Morris - Re: Two Complexes, a Compound and a Campaign | PT02197 | | |
| 1431 | 03/24/1961; Memo from Helmut Wakeham, Philip Morris to Hugh Cullman - Re: Trends of Tar and Nicotine Deliveries Over the Last 5 Years. | PT02199 | | |
| 1432 | 04/07/1970; Memo from Helmut Wakeham, Philip Morris to C. H. Goldsmith - Re: Acquisition of INBIFO | PT02201 | | |
| 1433 | 08/12/1980; Memo from Tom Osdene, Philip Morris to Robert Seligman, Philip Morris - Re: Evaluation of Major R&D Programs | PT02203 | | |
| 1434 | 11/13/1978; Memo from Tom Osdene, Philip Morris to File - Re: Recommendations for Long-Term Plans for CTR | PT02211a | | |
| 1435 | 12/24/1953; Memo from J E Gallagher, Philip Morris to Ray Jones - Re: Johnny Jr.'s Operation | PT02214 | | |
| 1436 | 11/19/1986; Philip Morris U.S.A. And Entertainer Milton Berle Introduce 'Great American Smoker's Kit' | PT02216 | | |
| 1437 | 01/04/1982; Memo from Tom Osdene, Philip Morris to Wm McDowell - Re: Merrell Dow Smoking Cessation Newsletter | PT02218 | | |
| 1438 | 09/06/1985; Memo from R.D. Latshaw, Philip Morris to A. J. Kay, Jr. - Re: Dow Nicorette Situation | PT02221 | | |
| 1439 | 12/16/1985; Dow Nicorette | PT02223 | | |
| 1440 | 09/19/1969; Draft - Proposal of a New, Consumer-Oriented Business Strategy for RJR Tobacco Company | PT02250 | | |
| 1441 | 11/01/1972; Electromyographic Studies of Muscle Relaxation in Smokers. | PT02251 | | |
| 1442 | 04/29/1988; John Robinson's California Cases | PT02259 | | |
| 1443 | 11/17/1978; Memo from Robert Seligman, Philip Morris to CTR File - Re: Meeting in New York - November 15, 1978 | PT02268 | | |
| 1444 | 06/01/1973; Research Planning Memorandum on Effects of Ammonia and Its Salts on Smoke Quality | PT02278 | | |
| 1445 | 03/15/1973; Meeting Minutes of the Committee of Counsel | PT02286 | | |
| 1446 | 11/15/1961; Tobacco and Health - R&D Approach - Presentation to R&D Committee by Dr. H. Wakeham at meeting held in New York Office on 11/15/1961 | PT02378 | | |
| 1447 | 11/26/1969; Report by Helmut Wakeham, Philip Morris - Re: Smoker Psychology Research Presented to the PM Board of Directors November 26, 1969 | PT02380 | | |
| 1448 | 06/25/1984; Structured Creativity Conference Delegate Presentations | PT02412 | | |
| 1449 | 10/24/1967; BAT R&D Conference - Montreal | PT02416 | | |
| 1450 | 03/20/1984; Report re: The Cigarette Consumer | PT02426 | | |
| 1451 | 05/16/1988; Tobacco Institute Press Release - Re: Claims that cigarettes are addictive irresponsible and scare tactics | PT02510B | | |

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| 1452 | 12/00/1996; Monograph 8: Smoking and Tobacco Control | PT02594 | | |
| 1453 | 01/10/1979; Tobacco Institute Publication - Smoking and Health 1964-1979: The Continuing Controversy | PT02602 | | |
| 1454 | 06/00/2008; Monograph 19: The Role of the Media in Promoting and Reducing Tobacco Use | PT02606 | | |
| 1455 | 11/19/2001; Monograph 13: Risks Associated with Smoking Cigarettes with Low Machine-Measured Yields of Tar and Nicotine | PT02607 | | |
| 1456 | 12/01/1978; Tobacco Institute Publication -- The Smoking Controversy: A Perspective | PT02623 | | |
| 1457 | 01/24/1972; The Wall Street Journal Article - Defending the Weed: How Embattled Group Uses Tact, Calculation to Blunt Its Opposition | PT02717 | | |
| 1458 | 04/20/2000; Reduced-smoke cigarette tested | PT02744 | | |
| 1459 | 01/00/1984; An Open Debate | PT02790 | | |
| 1460 | 01/1968; True Magazine: to smoke or not to smoke that is still the question | PT02808 | | |
| 1461 | 12/09/1935; American Tobacco Publication - Improving the Taste and Character of Cigarette Tobacco with a view to removing irritating products - A Light Smoke | PT02809 | | |
| 1462 | 05/20/1963; Letter from Robert Roper, Philip Morris to James Hudley, US Public Health Re: Submittal of Information | PT02817 | | |
| 1463 | 00/00/1974; The Cigarette Controversy | PT02824 | | |
| 1464 | 01/10/1979; Smoking and Health 1964-1979 - The Continuing Controversy | PT02851 | | |
| 1465 | 06/01/1958; Tobacco and Health | PT02861 | | |
| 1466 | 08/01/1963; Tobacco and Health Research Vol. 6 No. 2 | PT02875 | | |
| 1467 | 12/01/1963; Tobacco and Health Research Vol.6 No. 3 | PT02876 | | |
| 1468 | 04/01/1964; Tobacco and Health Research Vol. 7 No. 1 | PT02877 | | |
| 1469 | 10/01/1964; Tobacco and Health Research Vo. 7. No. 2 | PT02883 | | |
| 1470 | 04/14/1954; Tobacco Industry Research Committee Publication - A Scientific Perspective on the Cigarette Controversy | PT02900 | | |
| 1471 | 12/21/1953; Life Magazine Article - Smoke Gets in the News | PT03013 | | |
| 1472 | 05/01/1981; Federal Trade Commission FTC Report Staff Report On the Cigarette Advertising Investigation | PT03165 | | |
| 1473 | 01/01/1968; The Cigarette Controversy: Eight Questions and Answers | PT03169 | | |
| 1474 | 08/00/1953; Volume I: A Study of People's Cigarette Smoking Habits and Attitudes | PT03171 | | |
| 1475 | 05/00/1980; Volume I; A Study of Public attitudes toward cigarette smoking and the Tobacco Industry in 1980 | PT03175 | | |
| 1476 | 03/01/1971; BIRD-I A Study of the Quit-Smoking Campaign in Greenfield, Iowa in conjunction with the movie Cold Turkey. | PT03191 | | |
| 1477 | 11/20/1967; The Tiderock Corporation Report - The Cigarette Controversy - An Action Program | PT03196 | | |
| 1478 | 10/08/1976; R&D Long Range Planning Smoking And Health: Product and Smoke Components | PT03202 | | |
| 1479 | 11/26/1974; Domestic Operating Goals (1975) | PT03220 | | |
| 1480 | 06/05/1974; New Products | PT03224 | | |
| 1481 | 03/01/1983; The NOW brand image | PT03249 | | |
| 1482 | 07/15/1980; A Progress Report on Acid-Induced nicotine migration | PT03252 | | |
| 1483 | 04/01/1974; Qualitative Consumer Evaluation 4 Winston Lights Positioning' | PT03254 | | |
| 1484 | 02/01/1971; The Tobacco Institute - Special Executive Report | PT03266 | | |
| 1485 | 02/01/1985; Tobacco Institute -- The Cigarette Controversy: Why More Research is Needed | PT03279 | | |
| 1486 | 05/12/1958; Report by British American Tobacco (BAT) re: Report on Visit to USA and Canada | PT03289 | | |
| 1487 | 08/14/1973; Claude Teague, RJ Reynolds; Implications and Activities Arising From Correlation of Smoke pH with Nicotine Impact, Other Smoke Qualities, and Cigarette Sales | PT03291 | | |
| 1488 | 01/00/1959; Report From Elmo Roper and Associates to Philip Morris -- Volume 1: A study of attitudes toward cigarette smoking and different types of cigarettes | PT03295A | | |

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| 1489 | 05/00/1976; A Study of Smokers' Habits and Attitudes with Special Emphasis on Low Tar Cigarettes | PT03309 | | |
| 1490 | 04/20/1970; Vantage Advertising Platform and Rationale | PT03312 | | |
| 1491 | 00/00/1974; Young Adult Smoker Life Styles and Attitudes | PT03318 | | |
| 1492 | 09/25/1989; Report by Patrick Lippiello and Kay Fernandes, RJ Reynolds re: Enhancement of Nicotine Binding to Nicotinic Receptors by Nicotine Levulinate and Levulinic Acid | PT03389 | | |
| 1493 | 03/01/1957; RD 14 Smoke Group Program For Coming 12-16 Week Period | PT03397 | | |
| 1494 | 02/29/1984; Report by Diane Burrows, RJ Reynolds to G. H. Long, M. Orlowy, and H. Lees et al of RJ Reynolds re: Young Adult Smokers: Strategies and Opportunities | PT03400 | | |
| 1495 | 03/31/1981; Report by Myron Johnston, Philip Morris to Carolyn Levy et al Philip Morris re: Young Smokers Prevalence, Trends, Implications, and Related Demographic Trends | PT03405 | | |
| 1496 | New Business Opportunities Arising from Long-Range Research Planning Tobacco - Health Problem | PT03445 | | |
| 1497 | 03/01/1978; Report by F. J. Ryan, Philip Morris to William Dunn, et al Philip Morris re: Exit-Brand Cigarettes - A Study of Ex-Smokers | PT03507 | | |
| 1498 | 10/01/1964; Report on Policy Aspects of the Smoking and Health Situation in the USA | PT03550 | | |
| 1499 | 05/25/1966; A Review of Animal Studies Conducted at Bio-Research Consultants Inc and the Sloan-Kettering Memorial Institute | PT03561 | | |
| 1500 | 05/10/1973; Historical Review of Smoke pH Data And Sales Trends for Competitive Brand Filter Cigarettes | PT03569 | | |
| 1501 | 11/29/1971; NFO Profiles for Camel Regular and Filter | PT03572 | | |
| 1502 | 12/01/1958; The Youth Research Institute Study Regarding Cigarette Smoking Among 8,112 High School and College Students in 82 Cities Throughout the United States, October - November, 1958 | PT03601 | | |
| 1503 | 02/02/1953; Survey of Cancer Research with Emphasis upon Possible Carcinogens From Tobacco | PT03608 | | |
| 1504 | 07/17/1963; Report by Adison Yeaman, Brown & Williamson re: Implications of Battelle Hippo I & II And the Griffith Filter | PT03615 | | |
| 1505 | 00/00/1970; Report by Roper Research Associates to the Tobacco Institute re: A Study of Public Attitudes Toward Cigarette Smoking and the Tobacco Industry in 1970 | PT03658 | | |
| 1506 | 07/00/1982; A Study of Public Attitudes Toward Cigarette Smoking and The Tobacco Industry in 1982 Volume I | PT03663 | | |
| 1507 | 00/00/1972; Motives and Incentives in Cigarette Smoking | PT03677 | | |
| 1508 | 06/00/1966; Report by Myron Johnston, Philip Morris to William Dunn, Helmut Wakeham, and Bob Seligman, Philip Morris re: Market Potential of a Health Cigarette-Special Report No. 248 | PT03678 | | |
| 1509 | 11/15/1961; Presentation by Helmut Wakeham, Philip Morris to R & D Committee re: Tobacco & Health R&D Approach - Presentation to R&D Committee by Dr. H Wakeham | PT03681 | | |
| 1510 | 04/28/1955; Confidential Report by Hill & Knowlton to the Tobacco Industry Research Committee re: Public Relations Report to the Tobacco Industry Research Committee April 28, 1955 | PT03694 | | |
| 1511 | 09/12/1962; The Smoking and Health Problem - A Critical and Objective Appraisal | PT03709A | | |
| 1512 | 06/23/1974; Speech by Murray Senkus of RJ Reynolds to RJR Tobacco International management re: Smoking Satisfaction | PT03746 | | |
| 1513 | 01/10/1980; Speech by Horace Kornegay, Tobacco Institute re: Tobacco Institute Annual Meeting - January 10, 1980, NY, NY | PT03777 | | |
| 1514 | 02/26/1954; Speech by George Weissman, Philip Morris to NAMA re: Facts versus Fancy | PT03785 | | |
| 1515 | 05/16/1988; Report by Surgeon General of the United States C. Everett Koop re: The Health Consequences of Smoking - Nicotine Addiction a report of the Surgeon General 1988 | PT03828 | | |

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| 1516 | 1989; Report by Surgeon General of the United States C. Everett Koop re: Reducing the Health Consequences of Smoking 25 Years of Progress a report of the Surgeon General 1989 Executive Summary | PT03829 | | |
| 1517 | VIDEO: 04/14/1994; Hearings before the Congress of the United States also known as the "Waxman Hearings" | PT03862VA | | |
| 1518 | 03/1964; Confidential Report by the Gallup Organization re: Trends In Public Attitudes On The Possibility Of A Health Hazard in Cigarette Smoking | PT03869 | | |
| 1519 | 06/30/1967; Report by the Federal Trade Commission to the Congress of the United States Pursuant To The Federal Cigarette Labeling and Advertising Act | PT03870 | | |
| 1520 | 1953; Report by Ted Bates and Company re: Copy Of A Study Of Cigarette Advertising Made By J. W. Burgard 1953 | PT03872 | | |
| 1521 | 00/00/2006; Federal Trade Commission Cigarette Report For 2006 | PT03873 | | |
| 1522 | Gallup Accuses Big Tobacco of Misusing Poll in Court | PT03876 | | |
| 1523 | 00/00/2010; How Tobacco Smoke Causes Disease The Biology and Behavioral Basis for Smoking-Attributable Disease | PT03895 | | |
| 1524 | Videotape of Bill Dwyer regarding release of Surgeon General Report: "It was suspect from the start..." | PT04007VA | | |
| 1525 | Study: Camel No. 9 cigarette ads appeal to teen girls | PT04009 | | |
| 1526 | 02/21/2011; Camel No. 9 Cigarette-Marketing Campaign Targeted Young Teenage Girls | PT04010 | | |
| 1527 | 02/20/1958; False and Misleading Advertising (Filter-Tip Cigarettes) - Blatnick Hearings - Blatnik hearings. Part 2 to PT03852 with conclusions. | PT04011 | | |
| 1528 | 06/13/1928; Regular school is over. SUMMER SCHOOL is starting. | PT04013 | | |
| 1529 | 09/09/1927; School days are here. And that means BIG TOBACCO BUSINESS for somebody. Let's get it. | PT04014 | | |
| 1530 | Hypothesis, Raleigh and Belair smokers are motivated to save the R/B coupons to reduce cognitive dissonance occurring from guilt feelings about their smoking habits. A. Raleigh Belair smokers are addicted to cigarette smoking. | PT04063 | | |
| 1531 | 07/01/1983; Raleigh/Belair Coupon Situation | PT04063a | | |
| 1532 | 04/00/1982; Vantage and Merit Smokers | PT04182 | | |
| 1533 | Video: Pall Mall Commercial (Don't miss the fun of smoking) | PT04194VA | | |
| 1534 | 00/00/2010; A Report of the Surgeon General How Tobacco Smoke Causes Disease...what it means to you | PT04200 | | |
| 1535 | 10/28/1965; Cigarette Psychology, He isn't the Dr. Horn of Plenty | PT04219 | | |
| 1536 | 07/00/1971; PM youth survey The New Competition For Marlboro's Franchise | PT04372 | | |
| 1537 | 09/02/1983; Lorillard (youth) | PT04387 | | |
| 1538 | 02/13/1992; PM market history(Tindall) | PT04400 | | |
| 1539 | VIDEO: 1991; Philip Morris Internal Video re: The Marlboro Story Commitment To Excellence | PT04579VC | | |
| 1540 | VIDEO: 1995; Cigarette manufacturing plant video of reconstituted tobacco and rolling operation | PT04581VA | | |
| 1541 | WCVB TV Boston - Tobacco Road and Politics http://www.tobaccovideos.com/video.php?video_id=1466 Walker Merryman and Sheila Banks 7/20/90 | PT04661VA | | |
| 1542 | Steve Smith's Sunday - The Smoking War "Smokers Fighting Back" | PT04663VA | | |
| 1543 | Video - Open Questions? The Causes and Effects of SmokingThe Answers We Seek. Tobacco industry casts doubt on scientific research: Part 1 & 2 Video - Open Questions? The Causes and Effects of Smoking | PT04692VC | | |
| 1544 | VIDEO: 1956; Camel Commercial featuring Mickey Mantle and other baseball legends | PT04700VA | | |
| 1545 | VIDEO: 1980S Tobacco Institute Internal video featuring Walker Merryman and US Senator Walter D. Huddelston | PT04703VC | | |
| 1546 | 02/22/1988; Interview of Walker Merryman, Spokesman for The Tobacco Institute, Inc. on News 7: 5:30 Live, WJLA TV, Mon. 5:30PM | PT04720VA | | |

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| 1547 | 09/08/1988; Interview with Surgeon General C. Everett Koop on CBS 48 Hours, WUSA-TV/CBS Washington, DC 8:00 P.M. | PT04725VA | | |
| 1548 | VIDEO: Video - New York Times Square 1940's - Camel | PT04733VA | | |
| 1549 | VIDEO: Philip Morris Commercial "Something wonderful happens when you change to Philip Morris" | PT04736VA | | |
| 1550 | 00/00/1960; Video - Boston Celtics - After the game Bob is ready for the pleasure of a cigarette - Kent - smoked by more scientists and by more educators | PT04761VA | | |
| 1551 | 04/14/1972; Report by Claude Teague, RJ Reynolds Tobacco Co. re: Research Planning Memorandum on The Nature of the Tobacco Business and the Crucial Role of Nicotine Therein | PT04791 | | |
| 1552 | 08/28/1978; Reactions to a proposed new 85mm Benson & Hedges among current Benson & Hedges smokers in Dallas | PT04819 | | |
| 1553 | 01/19/1978; Memo by E. F. Litzinger, Brown & Williamson to Ted Parrack, et al, Brown & Williamson re: Social Smoking Studies | Pt04820 | | |
| 1554 | 09/1953; Elmo Roper Study -- Priority Tabulations From The Elmo Roper Consumer Cigarette Survey for Philip Morris & Co., Ltd. Inc | PT04884 | | |
| 1555 | 02/17/1987; Kool Isn't Getting the Starters / 236 | PT04906 | | |
| 1556 | 11/10/2010; Ending the Tobacco Epidemic, a Tobacco Control Strategic Action Plan for the U. S. Department of Health and Human Services | PT04911 | | |
| 1557 | VIDEO: 1968; Mike Wallace of CBS News -- Special Report 'National Smoking Test' | PT04924VB | | |
| 1558 | 2012; Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General, 2012 | PT04961 | | |
| 1559 | 11/23/1956; Monthly Research Report | PT04993 | | |
| 1560 | 'There is one thing I distinctly do not like in the color advertising, and that is the intrusion of cigarette advertisements into the comics.' | PT05004 | | |
| 1561 | 04/28/1983; As discussed, I guarantee that I will use Brown & Williamson tobacco products in no less than five feature films. - Sylvester Stallone | PT05020 | | |
| 1562 | 03/16/1948; 'We have and thank you for your letter of March 12, 1948 in which you request permission to duplicate our packages of Raleigh "903" and Kools cigarettes in your manufacture and sale of candy.' | PT05035 | | |
| 1563 | 03/06/1906; Florida Health Notes -- Seventeenth Annual Report of the State Board of Health of Florida, Jacksonville, FL | PT05426 | | |
| 1564 | 07/02/1963; Kent "Medical Research" - Kent and the Physician | PT05430 | | |
| 1565 | 01/24/2013; New England Journal of Medicine: 50 Year Trends in Smoking-Related Mortality in the United States | PT05436 | | |
| 1566 | 02/22/1969; Composite Newspaper Articles: The Cleveland Press "Anti-Cigaret TV Ads Called False, Misleading by Tobacco Official"; Richmond Times Dispatch: "Anti Smoking Ads Criticized"; The New York Times: "Tobacco Executive Hits Anti Smoking Ad" | PT05458 | | |
| 1567 | 11/26/2008; Federal Trade Commission (FTC) Press Release -- FTC Rescinds Guidance from 1966 on Statements Concerning Tar and Nicotine Yield | PT05480 | | |
| 1568 | 08/00/1981; The Benefits of Cigarettes Exploratory Research | PT05481 | | |
| 1569 | 03/21/2003; Shareholder letter urging vote of no on supplemental warnings on lights | PT05484 | | |
| 1570 | Composite Press Releases by Defendant(s) | PT05504 | | |
| 1571 | VIDEO: 06/13/1978; Grease the movie starring John Travolta, Olivia Newton-John, Stockard Channing, and Jeff Conoway | PT05505VA | | |
| 1572 | 09/30/1960; Five for Frills, Chills, Thrills: TV listings for new shows including: the Flintstones | PT05524 | | |
| 1573 | 01/01/2013; PRELIMINARY SCIENTIFIC EVALUATION OF THE POSSIBLE PUBLIC~HEALTH EFFECTS OF MENTHOL VERSUS NONMENTHOL CIGARETTES | PT05525 | | |
| 1574 | 03/07/1994; ABC News Day One - ti58080027 | PT05543 | | |
| 1575 | 10/10/1989; RESTRICTED~R&D-B053-89 THE PROJECT ADVERB STUDY OF MARLBORO KS | PT05826 | | |

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| 1576 | Composite advertisements for Cubeb cigarettes to treat asthma, catarrh, colds and other ailments | PT05835 | | |
| 1577 | 03/00/1990; SOME ADDITIONAL THOUGHTS Philip Morris wants to reevaluate its historic position on smoking and health in three~different venues: 1) public statements which its executives and spokesmen make, 2) legislative and 3) litigation. The overriding admonition is that nothing said can adversely affect our litigation position. | PT05837 | | |
| 1578 | 01/06/1965; Memo by William Dunn, Philip Morris to Helmut Wakeham, Philip Morris re: Graham's The Tobacco Situation | PT05838 | | |
| 1579 | 10/06/1982; Memo by Diane Burrows, RJ Reynolds to L. W. Hall, RJ Reynolds re: NBER Models of Price Sensitivity by Age/Sex | PT05848 | | |
| 1580 | 10/12/1989; Dollar value of YAS Over Time | PT05849 | | |
| 1581 | LIMIT is a 60mm filter cigarette that delivers less than 1 mg of "tar". This cigarette would have equal taste properties to current ultra low "tar" brands -- Now and Carlton -- but~would achieve the absolutely lowest "tar" level of any cigarette in the world. | PT05962 | | |
| 1582 | 02/29/1988; Carlton Focus Groups - Atlanta 2/24-25 | PT05988 | | |
| 1583 | 02/29/1988; Carlton Development Thoughts #2 | PT05990 | | |
| 1584 | 02/26/1973; Will you please send 500 copies of your latest printing of "Smoking/Health - An Age Old Controversy" ... | PT06002 | | |
| 1585 | Smoking/Health An Age-Old Controversy | PT06003 | | |
| 1586 | 12/10/1975; Handwritten notes re: C.T.R. Meeting Yeaman, Gardier, Hockett, Stevens, Judge | PT06007 | | |
| 1587 | 09/20/1982; Estimated change in industry trend following federal excise tax increase | PT06015 | | |
| 1588 | 00/00/1984; Composite 'Can we have an open debate' advertisements | PT06017 | | |
| 1589 | Geoffrey Bible clip | PT06141VA | | |
| 1590 | 02/09/1994; Committee of Counsel Draft Agenda | PT06188 | | |
| 1591 | 03/08/1960; Memo from E. S. Harlow, American Tobacco to H. R. Hanmer and W. R. Harlan, American Tobacco re: American Medical Association's Stand on Cigarette Smoking-Lung Cancer Controversy. | PT06201 | | |
| 1592 | 00/00/1990; Kent cigarette re-launch promotional video; | PT06206 | | |
| 1593 | VIDEO: 00/00/1996; 60 minutes presentation: Morgan | PT06207VA | | |
| 1594 | VIDEO: 00/00/1996; 60 minutes presentation: Schindler | PT06207VB | | |
| 1595 | VIDEO: 00/00/1996; 60 minutes presentation: Spears | PT06207VC | | |
| 1596 | VIDEO: 04/15/1997; Deposition Testimony of Alexander Spears | PT06207VD | | |
| 1597 | 09/00/1983; Cigarette Brand Images: An Integration of Results from the Quantitative and Qualitative Phases of the 1983 Brand Image Study | PT06229 | | |
| 1598 | 06/09/1987; Focus Groups on Merit's Image, Advertising and the Appeal of "Things" | PT06233 | | |
| 1599 | 02/07/1974; I think the French advertisement for Camel Filters is a smash... | PT06234 | | |
| 1600 | 05/07/2001; Written Reprimand | PT06238 | | |
| 1601 | 04/22/1985; On behalf of all the attendees, I would like to extend our thanks to you and Jeff for your presentation on "The Less Educated Smoker." The presentation has already generated a lot of discussion, as we found it to be most insightful. | PT06254 | | |
| 1602 | 01/09/1989; Study says poor, less educated more likely to smoke | PT06255 | | |
| 1603 | 01/06/1989; Smokers' Profile: Poorer, Less Educated | PT06256 | | |
| 1604 | Less-Educated Today's Trend Tomorrow's Market ??? | PT06257 | | |
| 1605 | 03/25/1985; 1985 Strategic Planning Meeting Agenda Monday, March 25 | PT06259 | | |
| 1606 | 09/14/1959; Life Magazine -- First Person Reports by the Astronauts - One of Seven: First American in Space | PT06262 | | |
| 1607 | 00/00/1989; Military YAS Initiative | PT06280 | | |
| 1608 | 04/27/1970; Letter from Alan Rodgman, RJ Reynolds to Murray Senkus, RJ Reynolds re: Dr. Chappel | PT06336 | | |
| 1609 | 02/19/1970; Letter from Alan Rodgman, RJ Reynolds to Clifford Chappel, Bio-Research Laboratories | PT06337 | | |
| 1610 | 1970; Handwritten notes by Alan Rodgman, RJ Reynolds re: Chappel | PT06338 | | |
| 1611 | VIDEO: 00/00/1982; Waxman hearings | PT06352VB | | |

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| 1612 | We Don't Know Montage of Video Clip by TI and Tobacco Reps | PT06504VA | | |
| 1613 | 11/29/1946; Mr. Goodson handed me the label for the chocolate cigarette packages... | PT06509 | | |
| 1614 | 08/27/2015; Warning Letter - Santa Fe Natural Tobacco Company, Inc. 8/27/15 | PT06523 | | |
| 1615 | Composite photographs of sporting events sponsored by Philip Morris; | PT06538 | | |
| 1616 | Composite photographs of billboard and display advertisements | PT06539 | | |
| 1617 | 01/21/1986; Discussion Draft - Sociopolitical Strategy (Draft 1/21/1986) | PT06545 | | |
| 1618 | CBS News interview featuring William Kloeppler, William Dunn, Benjamin Soyaris, Helmut Wakeham on tobacco advertisement-Dunn on warnings | PT06568VB | | |
| 1619 | 05/25/1983; Internal RJ Reynolds video with Ed Horrigan, RJ Reynolds for "the good government fund" | PT06578 | | |
| 1620 | 05/31/1985; Retirement Party for Curtis H Judge II | PT06579VA | | |
| 1621 | 8/18/1988; RJ Reynolds Tobacco Company (RJR); New Cigarette Announcement Q&A Book; | PT06813 | | |
| 1622 | 8/18/1988; RJ Reynolds Tobacco Company (RJR); Marketing questions for Premier cigarettes; | PT06823 | | |
| 1623 | 5/11/1989; RJ Reynolds Tobacco Company (RJR); Cohen, P S; Comprehensive Overview of Consumer Reactions to Premier; | PT06834 | | |
| 1624 | 5/1989; RJ Reynolds Tobacco Company (RJR); Omni Magazine Camel Ad; | PT06893 | | |
| 1625 | Vuse Vapor; RJ Reynolds Tobacco Company (RJR); Vuse Vapor Webpages; | PT07051 | | |
| 1626 | 2019; Vuse Vapor; RJ Reynolds Tobacco Company (RJR); Composite VUSE commercials; | PT07052 | | |
| 1627 | 1/12/1989; ABC News; Koppel, Ted; Interview with Dick Kampe, President of RJ Reynolds regarding Premier Cigarettes; | PT07186VA | | |
| 1628 | Vuse Promotional Video; | PT07537 | | |
| 1629 | Reynolds Naturals | PT07801 | | |
| 1630 | 01/00/1958; Composite Tobacco and Health Newsletters | PT09041 | | |
| 1631 | Camel ads | PTACAML | | |
| 1632 | Composite cigarette advertisements - Marlboro & Marl Lights | PTAMARB | | |
| 1633 | Pall Mall ads | PTAPALL | | |
| 1634 | Video; Parliament ad | PTAPARL0020a | | |
| 1635 | Winston Light ads | PTAWINS | | |
| 1636 | 2014 Surgeon General's Report | PTSG2014 | | |
| 1637 | 2014 Let's Make the Next Generation Tobacco Free (Your Guide to the 50th Anniversary Surgeon General's Report on Smoking and Health) | PTSG2014a | | |
| 1638 | 2014 Executive Summary - The Health Consequences of Smoking - 50 Years of Progress | PTSG2014b | | |
| 1639 | Video: Benson & Hedges ad | PTVABENS0014 | | |
| 1640 | VIDEO: Marlboro ads | PTVAMARB0023 | | |
| 1641 | Phillip Morris- Removal of Source of Irritation | PTVAPHIL0008 | | |
| 1642 | Video: Winston ad | PTVAWINS0044 | | |
| 1643 | Video: Winston ad | PTVAWINS0059 | | |
| 1644 | Video: Winston ad | PTVAWINS0059 | | |
| 1645 | Andrew Huyett-Corporate Rep Deposition (6/15/18) | | | |
| 1646 | Amended notice of deposition | Exhibit 1 Huyett Deposition | | |
| 1647 | Graphic user interface document | Exhibit 2 Huyett Deposition | | |
| 1648 | Consumer data printouts | Exhibit 3 Huyett Deposition | | |
| 1649 | ALAS user guide | Exhibit 4 Huyett Deposition | | |
| 1650 | 2013 consumer research documents | Exhibit 5 Huyett Deposition | | |
| 1651 | Huyett notes | Exhibit 6 Huyett Deposition | | |
| 1652 | Notice of deposition | Exhibit 7 Huyett Deposition | | |
| 1653 | CMD purchase set questions | Exhibit 8 Huyett Deposition | | |
| 1654 | Howell Arnold Burkhalter-Corporate Rep Deposition (8/20/18) | | | |
| 1655 | Second Amended Notice of Deposition: Santa Fe Natural Tobacco Company (SFNTC Corporate Representative) | Exhibit 1 Burkhalter Deposition | | |
| 1656 | Order for the Discovery of Electronically Stored Information | Exhibit 2 Burkhalter Deposition | | |
| 1657 | E-mail string Bates 893973 | Exhibit 3 Burkhalter Deposition | | |
| 1658 | E-mail string Bates SFN-MDL000009463 | Exhibit 4 Burkhalter Deposition | | |

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| 1659 | Kara Calderon-Corporate Rep Deposition (7/25/18) | | |
| 1660 | SFNTC Orientation Program Participant Guide Bates SF_MDL00574506 to 559 | Exhibit 18 Calderon Deposition | |
| 1661 | CD Marketing Control Marketing & Company Strategic Assessment Bates SF_MDL00720240 to 267 | Exhibit 19 Calderon Deposition | |
| 1662 | Slide presentation Bates SFMDL_01244833 to 853 | Exhibit 20 Calderon Deposition | |
| 1663 | Marketing Study Guide POP versus POD illustration | Exhibit 21 Calderon Deposition | |
| 1664 | Slide Presentation Bates SFMDL_01250115 to 134 | Exhibit 22 Calderon Deposition | |
| 1665 | Color ads | Exhibit 23 Calderon Deposition | |
| 1666 | Color ad numbered 0028 4174 | Exhibit 24 Calderon Deposition | |
| 1667 | Color ads | Exhibit 25 Calderon Deposition | |
| 1668 | Palm Beach County advertisement dated 7/15/18 | Exhibit 26 Calderon Deposition | |
| 1669 | SFNTC NAS Corp Rep Dep Kara Calderon (outline) | Exhibit 27 Calderon Deposition | |
| 1670 | Binders A-I (thumb drive) | Exhibit 28 Calderon Deposition | |
| 1671 | E-mail string Bates SF_MDL00008060 | Exhibit 29 Calderon Deposition | |
| 1672 | Santa Fe Natural Tobacco Company Natural American Spirit Presentation Bates SF_MDL00575547 to 5608 | Exhibit 30 Calderon Deposition | |
| 1673 | Kara Calderon-Corporate Rep Deposition (9/27/18) | | |
| 1674 | NAS pricing - Q2 2013 update | Exhibit 31 Calderon Deposition | |
| 1675 | NAS pricing strategy discussion - September 2010 | Exhibit 32 Calderon Deposition | |
| 1676 | NAS pricing recommendation | Exhibit 33 Calderon Deposition | |
| 1677 | NAS overview and attachments | Exhibit 34 Calderon Deposition | |
| 1678 | SFNTC price gap guide | Exhibit 35 Calderon Deposition | |
| 1679 | Pricing discussion | Exhibit 36 Calderon Deposition | |
| 1680 | SFNTC performance overview | Exhibit 37 Calderon Deposition | |
| 1681 | 2013 RAI goals | Exhibit 38 Calderon Deposition | |
| 1682 | SFNTC organic grade table price list - 2014 | Exhibit 39 Calderon Deposition | |
| 1683 | RJRT grade table price list - 2014 | Exhibit 40 Calderon Deposition | |
| 1684 | Inadvertently skipped | Exhibit 41 Calderon Deposition | |
| 1685 | Inadvertently skipped | Exhibit 42 Calderon Deposition | |
| 1686 | Comparison of costs to produce SFNTC and RJRT | Exhibit 43 Calderon Deposition | |
| 1687 | Calderon deposition notes | Exhibit 44 Calderon Deposition | |
| 1688 | SFNTC's responses and objections to Plaintiff's first interrogatories - excerpt | Exhibit 45 Calderon Deposition | |
| 1689 | Document dated 12-8-11 | Exhibit 46 Calderon Deposition | |
| 1690 | Organic pricing analysis | Exhibit 47 Calderon Deposition | |
| 1691 | Price management | Exhibit 48 Calderon Deposition | |
| 1692 | NAS and MLSPP - 9-21-18 | Exhibit 49 Calderon Deposition | |
| 1693 | SFNTC project charter - 3-7-13 | Exhibit 50 Calderon Deposition | |
| 1694 | Price management - Q2 2012 update | Exhibit 51 Calderon Deposition | |
| 1695 | Excel spreadsheet document and attachments | Exhibit 52 Calderon Deposition | |
| 1696 | Notice of continuation of deposition - 8-13-18 | Exhibit 53 Calderon Deposition | |
| 1697 | NAS - Baltimore, MD price gap documents | Exhibit 53a Calderon Deposition | |
| 1698 | NAS pricing overview | Exhibit 54 Calderon Deposition | |
| 1699 | Financial spreadsheet - Santa Fe | Exhibit 55 Calderon Deposition | |
| 1700 | Kenneth Deloach-Corporate Rep Deposition (6/14/18) | | |
| 1701 | Notice of Deposition | Exhibit 1 Deloach Deposition | |
| 1702 | Specification Report 20077940/1 | Exhibit 2 Deloach Deposition | |
| 1703 | Specification Report 20007941/1 | Exhibit 3 Deloach Deposition | |
| 1704 | Specification Report 40003460/1 | Exhibit 4 Deloach Deposition | |
| 1705 | Specification Report 40003461/1 | Exhibit 5 Deloach Deposition | |
| 1706 | Final Product Definition Template, P1089 | Exhibit 6 Deloach Deposition | |
| 1707 | Account Executive Training Program | Exhibit 7 Deloach Deposition | |
| 1708 | Memo January 20, 2000 | Exhibit 8 Deloach Deposition | |
| 1709 | E-mail 7-30-2012 | Exhibit 9 Deloach Deposition | |
| 1710 | E-mail, 3/27/2013 | Exhibit 10 Deloach Deposition | |
| 1711 | E-mail, 1/13/2014 | Exhibit 11 Deloach Deposition | |
| 1712 | E-mail, 4/29/2014 | Exhibit 12 Deloach Deposition | |
| 1713 | E-mail, 5/30/2014 | Exhibit 13 Deloach Deposition | |
| 1714 | E-mail, 5/29/2014 | Exhibit 14 Deloach Deposition | |
| 1715 | Report, December 12, 2013 | Exhibit 15 Deloach Deposition | |
| 1716 | E-mail, Bates 01335349 | Exhibit 16 Deloach Deposition | |
| 1717 | Notebook | Exhibit 17 Deloach Deposition | |
| 1718 | Title 21, Food and Drugs | Exhibit 18 Deloach Deposition | |
| 1719 | Abigail Emmons-PL Deposition (7/10/18) | | |
| 1720 | Notice of Deposition of Abigail Emmons | Exhibit 1 Emmons Deposition | |
| 1721 | Plaintiff Abigail Emmons's Responses to Santa Fe Tobacco Company's First Interrogatories | Exhibit 2 Emmons Deposition | |
| 1722 | Surgeon General warnings | Exhibit 3 Emmons Deposition | |
| 1723 | T-Mobile website printout | Exhibit 4 Emmons Deposition | |
| 1724 | POS Advertisements for American Spirit Cigarettes | Exhibit 5 Emmons Deposition | |
| 1725 | American cigarette disclaimers | Exhibit 6 Emmons Deposition | |
| 1726 | Albert Lopez-PL Deposition (11/13/18) | | |

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| 1727 | Request for Production | Exhibit 1 Lopez Deposition | | |
| 1728 | Plaintiff's Response to Santa Fe Natural Tobacco Company's First Interrogatories | Exhibit 2 Lopez Deposition | | |
| 1729 | Class Action Complaint | Exhibit 3 Lopez Deposition | | |
| 1730 | U.S. Surgeon General's Cigarette Warnings | Exhibit 4 Lopez Deposition | | |
| 1731 | Consolidated Complaint | Exhibit 5 Lopez Deposition | | |
| 1732 | Santa Fe Brand Disclaimers Chronology | Exhibit 6 Lopez Deposition | | |
| 1733 | Spreadsheet | Exhibit 7 Lopez Deposition | | |
| 1734 | Carol Murphy-PL Deposition (6/21/18) | | | |
| 1735 | Notice Of Deposition: Carol Murphy | Exhibit 1 Murphy Deposition | | |
| 1736 | Consolidated Amended Complaint | Exhibit 2 Murphy Deposition | | |
| 1737 | Class Action Complaint | Exhibit 3 Murphy Deposition | | |
| 1738 | Consolidated Complaint | Exhibit 4 Murphy Deposition | | |
| 1739 | Plaintiff Carol Murphy's Response To Santa Fe Tobacco Company's First Requests For Production Of Documents | Exhibit 5 Murphy Deposition | | |
| 1740 | Plaintiff Carol Murphy's Responses To Santa Fe Natural Tobacco Company's First Interrogatories | Exhibit 6 Murphy Deposition | | |
| 1741 | Facebook Post 104 | Exhibit 7 Murphy Deposition | | |
| 1742 | US Surgeon General Cigarette Warnings (1985 - Present) | Exhibit 8 Murphy Deposition | | |
| 1743 | Natural American Spirit Cigarette Brand Disclaimers | Exhibit 9 Murphy Deposition | | |
| 1744 | Natural American Spirit Current Cigarette Brand Disclaimers | Exhibit 10 Murphy Deposition | | |
| 1745 | Insomniac Cheesecake Shack Website Printout | Exhibit 11 Murphy Deposition | | |
| 1746 | Ceyhan Haksal-PL Deposition (7/9/18) | | | |
| 1747 | Notice of Deposition of Cheyhan Haksal | Exhibit 1 Haksal Deposition | | |
| 1748 | Plaintiffs' Response to Santa Fe Natural Tobacco Company's First Interrogatories | Exhibit 2 Haksal Deposition | | |
| 1749 | Consolidated Complaint | Exhibit 3 Haksal Deposition | | |
| 1750 | Color copy of ad | Exhibit 4 Haksal Deposition | | |
| 1751 | Color copy of ad | Exhibit 5 Haksal Deposition | | |
| 1752 | Color copy of an ad | Exhibit 6 Haksal Deposition | | |
| 1753 | Color copy of an ad | Exhibit 7 Haksal Deposition | | |
| 1754 | Rotating Surgeon General warnings | Exhibit 8 Haksal Deposition | | |
| 1755 | Plaintiff's Response to Santa Fe Tobacco First Request for Production of Documents | Exhibit 9 Haksal Deposition | | |
| 1756 | Class Action Complaint and Jury Demand | Exhibit 10 Haksal Deposition | | |
| 1757 | Three pages of signs | Exhibit 11 Haksal Deposition | | |
| 1758 | Charlene Blevins-PL Deposition (6/25/18) | | | |
| 1759 | Amended Notice of Deposition | Exhibit 1 Blevins Deposition | | |
| 1760 | Plaintiff's Response to Request for Production | Exhibit 2 Blevins Deposition | | |
| 1761 | Warning Label Text | Exhibit 3 Blevins Deposition | | |
| 1762 | Warning Label Text | Exhibit 4 Blevins Deposition | | |
| 1763 | Disclaimers | Exhibit 5 Blevins Deposition | | |
| 1764 | Disclaimer | Exhibit 6 Blevins Deposition | | |
| 1765 | 4-18-95 Letter | Exhibit 7 Blevins Deposition | | |
| 1766 | Copies of Receipts | Exhibit 8 Blevins Deposition | | |
| 1767 | Interrogatories | Exhibit 9 Blevins Deposition | | |
| 1768 | Advertisement | Exhibit 10 Blevins Deposition | | |
| 1769 | Clive Pontusson-PL Deposition (9/7/18) | | | |
| 1770 | Notice of deposition | Exhibit 1 Pontusson Deposition | | |
| 1771 | Class action complaint | Exhibit 2 Pontusson Deposition | | |
| 1772 | Plaintiffs response to Santa Fe's first request for production of documents | Exhibit 3 Pontusson Deposition | | |
| 1773 | Plaintiffs Pontusson's answers to Santa Fe first interrogatories | Exhibit 4 Pontusson Deposition | | |
| 1774 | Cigarette warning label, 1985 to present | Exhibit 5 Pontusson Deposition | | |
| 1775 | American Spirit advertising, yellow | Exhibit 6 Pontusson Deposition | | |
| 1776 | American Spirit advertising, green | Exhibit 7 Pontusson Deposition | | |
| 1777 | American Spirit advertising, tobacco and water | Exhibit 8 Pontusson Deposition | | |
| 1778 | Natural American Spirit cigarette brand disclaimers | Exhibit 9 Pontusson Deposition | | |
| 1779 | Natural American Spirit current cigarette brand disclaimers | Exhibit 10 Pontusson Deposition | | |
| 1780 | American Spirit advertisement, tobacco and water, orange | Exhibit 11 Pontusson Deposition | | |
| 1781 | American Spirit advertisement, tobacco and water, blue | Exhibit 12 Pontusson Deposition | | |
| 1782 | Francisco Chavez-PL Deposition (6/20/18) | | | |
| 1783 | Notice Of Deposition: Francisco Chavez | Exhibit 1 Chavez Deposition | | |
| 1784 | Consolidated Amended Complaint | Exhibit 2 Chavez Deposition | | |
| 1785 | Class Action Complaint | Exhibit 3 Chavez Deposition | | |
| 1786 | Consolidated Complaint | Exhibit 4 Chavez Deposition | | |
| 1787 | Plaintiff Francisco Chavez's Response To Santa Fe Tobacco Company's First Request For Production Of Documents | Exhibit 5 Chavez Deposition | | |
| 1788 | Plaintiff Francisco Chavez's Responses To Santa Fe Natural Tobacco Company's First Interrogatories | Exhibit 6 Chavez Deposition | | |

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| 1789 | U.S. Surgeon General Cigarette Warnings (1985-Present) | Exhibit 7 Chavez Deposition | | |
| 1790 | Natural American Spirit Cigarette Brand Disclaimers | Exhibit 8 Chavez Deposition | | |
| 1791 | Facebook Post | Exhibit 9 Chavez Deposition | | |
| 1792 | Advertisement Bates: SF_MDL00001938 And 00000115 | Exhibit 10 Chavez Deposition | | |
| 1793 | Advertisement Bates: SF_MDL00002065 And 00002085 | Exhibit 11 Chavez Deposition | | |
| 1794 | Advertisement Bates: SF_MDL00001967 And 00001992 | Exhibit 12 Chavez Deposition | | |
| 1795 | Advertisement Bates: SF_MDL00001945 And 00002053 | Exhibit 13 Chavez Deposition | | |
| 1796 | Jacques-Rene Hebert-PL Deposition (6/27/18) | | | |
| 1797 | Notice of Deposition | Exhibit 1 Hebert Deposition | | |
| 1798 | Defendant Santa Fe's First Request for Production | Exhibit 2 Hebert Deposition | | |
| 1799 | U.S. Surgeon General's cigarette warnings, '85 to present | Exhibit 3 Hebert Deposition | | |
| 1800 | advertisement, 100 percent additive-free | Exhibit 4 Hebert Deposition | | |
| 1801 | Natural American Spirit cigarette brand disclaimers 1997-2000 | Exhibit 5 Hebert Deposition | | |
| 1802 | NAS cigarette brand disclaimer | Exhibit 6 Hebert Deposition | | |
| 1803 | Joshua Horne-PL Deposition (6/12/18) | | | |
| 1804 | Plaintiff's Response to Santa Fe Natural Tobacco Company's First Set of Interrogatories | Exhibit 1 Horne Deposition | | |
| 1805 | Plaintiff's Response to Santa Fe Natural Tobacco Company's First Request for Production of Documents | Exhibit 2 Horne Deposition | | |
| 1806 | Screenshot of Web Page | Exhibit 3 Horne Deposition | | |
| 1807 | Justin Sproule-PL Deposition (6/11/18) | | | |
| 1808 | Plaintiff's Response to Santa Fe Natural Tobacco Company's First Interrogatories and Response to Santa Fe Natural Tobacco Company's First Production of Documents | Exhibit 1 Sproule Deposition | | |
| 1809 | Surgeon General's Warnings | Exhibit 2 Sproule Deposition | | |
| 1810 | Natural American Spirit Advertisement | Exhibit 3 Sproule Deposition | | |
| 1811 | Facebook Post | Exhibit 4 Sproule Deposition | | |
| 1812 | Instagram Post | Exhibit 5 Sproule Deposition | | |
| 1813 | Court Record | Exhibit 6 Sproule Deposition | | |
| 1814 | Facebook Post | Exhibit 7 Sproule Deposition | | |
| 1815 | Twitter Post | Exhibit 8 Sproule Deposition | | |
| 1816 | Complaint | Exhibit 9 Sproule Deposition | | |
| 1817 | Robert Litwin-PL Deposition (5/23/18) | | | |
| 1818 | Advertisement for Natural American Spirit Cigarettes | Exhibit 1 Litwin Deposition | | |
| 1819 | Cards for brand preferences | Exhibit 2 Litwin Deposition | | |
| 1820 | Text of an E-Mail | Exhibit 3 Litwin Deposition | | |
| 1821 | A mailing sent to Mr. Litwin | Exhibit 4 Litwin Deposition | | |
| 1822 | Rudolph Miller-PL Deposition (7/10/18) | | | |
| 1823 | Interrogatory responses | Exhibit 1 Miller Deposition | | |
| 1824 | LinkedIn profile | Exhibit 2 Miller Deposition | | |
| 1825 | Complaint | Exhibit 3 Miller Deposition | | |
| 1826 | E-mails | Exhibit 4 Miller Deposition | | |
| 1827 | Sara Benson-PL Deposition (6/22/18) | | | |
| 1828 | Notice Of Deposition: Sara Benson | Exhibit 1 Benson Deposition | | |
| 1829 | Consolidated Amended Complaint | Exhibit 2 Benson Deposition | | |
| 1830 | Class Action Complaint | Exhibit 3 Benson Deposition | | |
| 1831 | Consolidated Complaint | Exhibit 4 Benson Deposition | | |
| 1832 | Plaintiff Sara Benson's Response To Santa Fe Tobacco Company's First Requests For Production Of Documents | Exhibit 5 Benson Deposition | | |
| 1833 | Plaintiff Sara Benson's Corrected Response To Santa Fe Natural Tobacco Company's First Interrogatories | Exhibit 6 Benson Deposition | | |
| 1834 | Receipts | Exhibit 7 Benson Deposition | | |
| 1835 | Natural American Spirit Cigarette Brand Disclaimers | Exhibit 8 Benson Deposition | | |
| 1836 | U.S. Surgeon General Cigarette Warnings (1985 - Present) | Exhibit 9 Benson Deposition | | |
| 1837 | Coupon | Exhibit 10 Benson Deposition | | |
| 1838 | Nas Consumer Communication - 2009 Pos Exemplars | Exhibit 11 Benson Deposition | | |
| 1839 | Advertisement Bates: SF_MDL00002186 And 00002202 | Exhibit 12 Benson Deposition | | |
| 1840 | Advertisements Bates: SR_MDL00001938, 00002065, 00001967, 00001945 | Exhibit 13 Benson Deposition | | |
| 1841 | Natural American Spirit Cigarette Brand Disclaimers (1997 - 2000) | Exhibit 14 Benson Deposition | | |
| 1842 | CV Of Sara Benson | Exhibit 15 Benson Deposition | | |
| 1843 | Carri Leslie Deposition (5/18/18) | | | |
| 1844 | Amended Notice of Deposition | Exhibit 1 Leslie Deposition | | |
| 1845 | Reference Manual for Marketing Services | Exhibit 2 Leslie Deposition | | |
| 1846 | Deposition Excerpts of Kimberly Gonzales | Exhibit 3 Leslie Deposition | | |
| 1847 | Screenshots | Exhibit 4 Leslie Deposition | | |
| 1848 | Creative Brief | Exhibit 5 Leslie Deposition | | |
| 1849 | E-mail to Keith Grover | Exhibit 6 Leslie Deposition | | |
| 1850 | U.S. Grown Tobacco Study | Exhibit 7 Leslie Deposition | | |
| 1851 | Qualitative Research Findings | Exhibit 8 Leslie Deposition | | |
| 1852 | Dictionary.com | Exhibit 9 Leslie Deposition | | |

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| 1853 | DM Research for Discussion | Exhibit 10 Leslie Deposition | | |
| 1854 | 2013 Consumer Engagements | Exhibit 11 Leslie Deposition | | |
| 1855 | 2014 Tri-Gen DM Flow | Exhibit 12 Leslie Deposition | | |
| 1856 | NAS Net Equity Scores | Exhibit 13 Leslie Deposition | | |
| 1857 | Carri Leslie Deposition (7/24/18) | | | |
| 1858 | Notice of Deposition | Exhibit 1 Leslie Deposition | | |
| 1859 | Introduction (Bates SFNMDL 000302351-302415 | Exhibit 2 Leslie Deposition | | |
| 1860 | Decision/Order Docket C-3952 | Exhibit 3 Leslie Deposition | | |
| 1861 | Docket C-3952 Complaint | Exhibit 4 Leslie Deposition | | |
| 1862 | Journal Article | Exhibit 5 Leslie Deposition | | |
| 1863 | Assurance of Voluntary Compliance | Exhibit 6 Leslie Deposition | | |
| 1864 | 8/27/15 Santa Fe Warning Letter | Exhibit 7 Leslie Deposition | | |
| 1865 | 8/28/15 King & Spalding Letter w/attachment | Exhibit 8 Leslie Deposition | | |
| 1866 | Article by Jennifer Pearson | Exhibit 9 Leslie Deposition | | |
| 1867 | Article by Stefanie Gratale | Exhibit 10 Leslie Deposition | | |
| 1868 | 2017 Article by Jennifer Pearson | Exhibit 11 Leslie Deposition | | |
| 1869 | The Brand Marketing Vision | Exhibit 12 Leslie Deposition | | |
| 1870 | Notes/Excerpts from Santa Fe Newsclips | Exhibit 13 Leslie Deposition | | |
| 1871 | 8/19/14 NAS Source of Conversion Buyer Study | Exhibit 14 Leslie Deposition | | |
| 1872 | Binders (Volumes 1 - 3) | Exhibit 15 Leslie Deposition | | |
| 1873 | Witness Outline | Exhibit 16 Leslie Deposition | | |
| 1874 | Schultz/Monde E-mail | Exhibit 17 Leslie Deposition | | |
| 1875 | Cressida Lozano Deposition (5/30/18) | | | |
| 1876 | Notice of Deposition | Exhibit 1 Lozano Deposition | | |
| 1877 | Santa Fe Natural Tobacco 2009 Year in Review | Exhibit 2 Lozano Deposition | | |
| 1878 | RAI Goals | Exhibit 3 Lozano Deposition | | |
| 1879 | American Spirit | Exhibit 4 Lozano Deposition | | |
| 1880 | Consumer Engagement Script | Exhibit 5 Lozano Deposition | | |
| 1881 | Evolving & Elevating, SFNTC Sustainability | Exhibit 6 Lozano Deposition | | |
| 1882 | NMI Lifestyles of Health | Exhibit 7 Lozano Deposition | | |
| 1883 | Customer Email | Exhibit 8 Lozano Deposition | | |
| 1884 | Customer Email | Exhibit 9 Lozano Deposition | | |
| 1885 | Customer Email | Exhibit 10 Lozano Deposition | | |
| 1886 | Customer Email | Exhibit 11 Lozano Deposition | | |
| 1887 | Customer Email | Exhibit 12 Lozano Deposition | | |
| 1888 | 2014 Strategic Plan for NAS | Exhibit 13 Lozano Deposition | | |
| 1889 | FDA Warning Letter | Exhibit 14 Lozano Deposition | | |
| 1890 | Request for FDA Meeting | Exhibit 15 Lozano Deposition | | |
| 1891 | Product Modification Memo | Exhibit 16 Lozano Deposition | | |
| 1892 | Dan Haley Deposition (5/23/18) | | | |
| 1893 | Notice of Deposition | Exhibit 1 Haley Deposition | | |
| 1894 | E-mail from Marian Neacsu and testimony: 38:4 - 49:24 | Exhibit 2 Haley Deposition | | |
| 1895 | Zoom Insights Final Draft - 5/10/12 and testimony: 51:18 - 56:12 | Exhibit 3 Haley Deposition | | |
| 1896 | Spreadsheet and testimony: 56:16 through 58:5 | Exhibit 4 Haley Deposition | | |
| 1897 | Zoom Insights Discussion Guide Draft - Franchise and testimony: 58:6-59:20 | Exhibit 5 Haley Deposition | | |
| 1898 | Zoom Insights Final Draft - 6/27/12 and testimony: 59:24 - 63:21 | Exhibit 6 Haley Deposition | | |
| 1899 | Causal Report and testimony: 64:14 - 78:7 | Exhibit 7 Haley Deposition | | |
| 1900 | All Outlets Total Report and testimony: 86:19 - 100:3 | Exhibit 8 Haley Deposition | | |
| 1901 | David DePalma Deposition (6/6/18) | | | |
| 1902 | Notice of Deposition | Exhibit 1 DePalma Deposition | | |
| 1903 | PPDP Cigarette Production Information Form | Exhibit 2 DePalma Deposition | | |
| 1904 | e-mail with Bates No. 000014093 | Exhibit 3 DePalma Deposition | | |
| 1905 | Creating a Foundation for Continued Growth, Organizational Changes -Update October 2011 | Exhibit 4 DePalma Deposition | | |
| 1906 | Creative Brief entitled "Destination: Portfolio (Super-NAS) Consumer Media | Exhibit 5 DePalma Deposition | | |
| 1907 | Creative Marketing Stakeholder (CMS) Review | Exhibit 6 DePalma Deposition | | |
| 1908 | Slide Deck with Bates No. 00284286 | Exhibit 7 DePalma Deposition | | |
| 1909 | Slide Deck with Bates No. 00624407 | Exhibit 8 DePalma Deposition | | |
| 1910 | Natural American Spirit US-Grown Tobacco Study dated May 2011 | Exhibit 9 DePalma Deposition | | |
| 1911 | e-mail Chain with Bates No. 000032643 | Exhibit 10 DePalma Deposition | | |
| 1912 | NAS Perceptions Test dated November 2012 | Exhibit 11 DePalma Deposition | | |
| 1913 | Consumer Marketing Strategic Plan | Exhibit 12 DePalma Deposition | | |
| 1914 | PowerPoint entitled Consumer Engagement Research and Business Case - April 2014 | Exhibit 13 DePalma Deposition | | |
| 1915 | SFNTC Resource Guide - Updated 4/1/14 | Exhibit 14 DePalma Deposition | | |
| 1916 | Advertisement with Bates No. 00262092 | Exhibit 15 DePalma Deposition | | |
| 1917 | Exhibit Page with Bates No. 00105363 | Exhibit 16 DePalma Deposition | | |
| 1918 | Document marked with Bates No. 01069183 | Exhibit 17 DePalma Deposition | | |

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| 1919 | David DePalma Presentation | Exhibit 18 DePalma Deposition | | |
| 1920 | e-mail Chain with Bates No. 01459818 | Exhibit 19 DePalma Deposition | | |
| 1921 | Advertisement with Bates No. 000046251 | Exhibit 20 DePalma Deposition | | |
| 1922 | Kimberly Gonzales Deposition (4/10/18) | | | |
| 1923 | Notice of Deposition | Exhibit 1 Gonzales Deposition | | |
| 1924 | SFNTC Orientation Program | Exhibit 2 Gonzales Deposition | | |
| 1925 | SFNTC Org Chart | Exhibit 3 Gonzales Deposition | | |
| 1926 | Kimberly Gonzales 2013 Results | Exhibit 4 Gonzales Deposition | | |
| 1927 | Bates No. SF_MDL00895521 | Exhibit 5 Gonzales Deposition | | |
| 1928 | Kimberly Gonzales 2014 Results | Exhibit 6 Gonzales Deposition | | |
| 1929 | Kimberly Gonzales 2015 Results | Exhibit 7 Gonzales Deposition | | |
| 1930 | SFNTC: Santa Fe 101 | Exhibit 8 Gonzales Deposition | | |
| 1931 | Santa Fe 101 list of certifications | Exhibit 9 Gonzales Deposition | | |
| 1932 | Santa Fe 101 Screen Captures with Voiceovers | Exhibit 10 Gonzales Deposition | | |
| 1933 | Santa Fe 101 Consolidate Script | Exhibit 11 Gonzales Deposition | | |
| 1934 | Creative Brief, 12/1/14 | Exhibit 12 Gonzales Deposition | | |
| 1935 | Creative Brief, 7/28/15 | Exhibit 13 Gonzales Deposition | | |
| 1936 | January 19, 1989 letter, Strawsburg to Miller | Exhibit 14 Gonzales Deposition | | |
| 1937 | Media Research Update, March 2014 | Exhibit 15 Gonzales Deposition | | |
| 1938 | Media Research & Analysis, 2013-2014 | Exhibit 16 Gonzales Deposition | | |
| 1939 | 2016 Media Plan | Exhibit 17 Gonzales Deposition | | |
| 1940 | 2013 NAS Ad Tracking | Exhibit 18 Gonzales Deposition | | |
| 1941 | 2015-2016 Brand Equity Team Op Plan | Exhibit 19 Gonzales Deposition | | |
| 1942 | Information about SF_MDL00033279 | Exhibit 20 Gonzales Deposition | | |
| 1943 | Assurance of Voluntary Compliance | Exhibit 21 Gonzales Deposition | | |
| 1944 | Photograph | Exhibit 22 Gonzales Deposition | | |
| 1945 | Natural Tastes Better ad | Exhibit 23 Gonzales Deposition | | |
| 1946 | NCI Tobacco Control Monograph Series #19 | Exhibit 24 Gonzales Deposition | | |
| 1947 | Michael Anthony Little Deposition (6/21/18) | | | |
| 1948 | Notice of Deposition: Mike Little | Exhibit 1 Little Deposition | | |
| 1949 | Article; 3 Guys. 1 Crazy Idea. | Exhibit 2 Little Deposition | | |
| 1950 | Our Products/About NAS, General/Health effects/ Nitrosamines | Exhibit 3 Little Deposition | | |
| 1951 | IARC Monographs | Exhibit 4 Little Deposition | | |
| 1952 | Tobacco 101 | Exhibit 5 Little Deposition | | |
| 1953 | Email chain dated 2013-02-21 | Exhibit 6 Little Deposition | | |
| 1954 | Destination Portfolio Update | Exhibit 7 Little Deposition | | |
| 1955 | Email dated 2010-01-13 | Exhibit 8 Little Deposition | | |
| 1956 | Our Tobaccos - Mike Little | Exhibit 9 Little Deposition | | |
| 1957 | Data from 2009 US Cigarette Market Survey Results (P Murphy, J Bodnar, W Morgan) | Exhibit 10 Little Deposition | | |
| 1958 | Email dated 2011-04-19 | Exhibit 11 Little Deposition | | |
| 1959 | Santa Fe Natural Tobacco Company Harmful & Potentially Harmful Constituents | Exhibit 12 Little Deposition | | |
| 1960 | U.S.C.A. 387 Definitions Effectiveness: June 22, 2007 | Exhibit 13 Little Deposition | | |
| 1961 | 2014 - Strategic Plan for NAS Background | Exhibit 14 Little Deposition | | |
| 1962 | 2015 RAI Goals | Exhibit 15 Little Deposition | | |
| 1963 | Santa Fe Natural Tobacco Company Memorandum dated 12/8/2011 | Exhibit 16 Little Deposition | | |
| 1964 | Average Carton & Pack Prices by Styles 2009-2015 | Exhibit 17 Little Deposition | | |
| 1965 | United States Securities and Exchange Commission Form 10-K | Exhibit 18 Little Deposition | | |
| 1966 | Stephanie Trujillo Deposition (4/11/18) | | | |
| 1967 | Notice of Deposition | Exhibit 1 Trujillo Deposition | | |
| 1968 | SFNTC Orientation Program | Exhibit 2 Trujillo Deposition | | |
| 1969 | Performance Evaluation, 3/07 to 12/31/07 | Exhibit 3 Trujillo Deposition | | |
| 1970 | Job Description, 5/29/07 | Exhibit 4 Trujillo Deposition | | |
| 1971 | Job Description, 2/5/10 | Exhibit 5 Trujillo Deposition | | |
| 1972 | CRM 1/12/15 | Exhibit 6 Trujillo Deposition | | |
| 1973 | Customer Care Center Power Point | Exhibit 7 Trujillo Deposition | | |
| 1974 | Business Continuity Plan, Customer Care | Exhibit 8 Trujillo Deposition | | |
| 1975 | Santa Fe 101 | Exhibit 9 Trujillo Deposition | | |
| 1976 | Pau27@rocketmail.com E-mails | Exhibit 10 Trujillo Deposition | | |
| 1977 | Daryl70@yahoo.com E-mails | Exhibit 11 Trujillo Deposition | | |
| 1978 | Jamesherand@gmail.com E-mails | Exhibit 12 Trujillo Deposition | | |
| 1979 | Gshock7@gmail.com E-mails | Exhibit 13 Trujillo Deposition | | |
| 1980 | May 15, 2008 letter, C. Cook to W. Cook | Exhibit 14 Trujillo Deposition | | |
| 1981 | Excerpts from trial, Case No. 2008 CA 80000 | Exhibit 15 Trujillo Deposition | | |
| 1982 | Lvntvrl@gmail.com E-mails | Exhibit 16 Trujillo Deposition | | |
| 1983 | Lewisw@myway.com E-mails | Exhibit 17 Trujillo Deposition | | |
| 1984 | Seltzm@sfntc.com E-mails | Exhibit 18 Trujillo Deposition | | |
| 1985 | Product Training 101 | Exhibit 19 Trujillo Deposition | | |
| 1986 | Practice Makes Perfect | Exhibit 20 Trujillo Deposition | | |

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| 1987 | Natural American Spirit cigarette pack | Exhibit 21 Trujillo Deposition | | |
| 1988 | Charles Garner-Def Expert Deposition (1/16/20) | | | |
| 1989 | Expert Witness Report | Exhibit 1 Garner Deposition | | |
| 1990 | Document | Exhibit 2 Garner Deposition | | |
| 1991 | Document | Exhibit 3 Garner Deposition | | |
| 1992 | Report | Exhibit 4 Garner Deposition | | |
| 1993 | Mr. Deloach's Deposition | Exhibit 5 Garner Deposition | | |
| 1994 | FDA Menthol Report | Exhibit 6 Garner Deposition | | |
| 1995 | Ban on Menthol-Flavored Tobacco Products | Exhibit 7 Garner Deposition | | |
| 1996 | Menthol: Putting the Pieces Together, Tobacco Control | Exhibit 8 Garner Deposition | | |
| 1997 | The Role of Menthol in Cigarettes | Exhibit 9 Garner Deposition | | |
| 1998 | J. Michael Dennis-Def Expert Deposition (1/16/20) | | | |
| 1999 | Notice of Deposition Duces Tecum: J. Michael Dennis, Ph.D. | Exhibit 1 Dennis Deposition | | |
| 2000 | Rebuttal Expert Report of J. Michael Dennis, Ph.D. October 21, 2019 | Exhibit 2 Dennis Deposition | | |
| 2001 | Expert Report of Dr. Kent D. Van Liere | Exhibit 3 Dennis Deposition | | |
| 2002 | Declaration of J. Michael Dennis, Ph.D. in support of Reply in Support of Plaintiff's Motion for Class Certification | Exhibit 4 Dennis Deposition | | |
| 2003 | Description of Study Procedures for the Marlboro Lights Survey Conducted by Knowledge Networks, Inc. | Exhibit 5 Dennis Deposition | | |
| 2004 | Expert Report of J. Michael Dennis, Ph.D. | Exhibit 6 Dennis Deposition | | |
| 2005 | Knowledge Networks California Valuation Survey Questionnaire Main Version June 2020 | Exhibit 7 Dennis Deposition | | |
| 2006 | 94 Respondents with 3 Words or Fewer Q1 | Exhibit 8 Dennis Deposition | | |
| 2007 | Choice-Supportive Misremembering: A New Taxonomy and Review Article | Exhibit 9 Dennis Deposition | | |
| 2008 | Kent Van Liere-Def Expert Deposition (12/6/19) | | | |
| 2009 | Exhibit No. 1-expert report | Exhibit 1 Liere Deposition | | |
| 2010 | Jan-Benedict Steenkamp-Def Expert Deposition (1/21/20) | | | |
| 2011 | Steenkamp Report | Exhibit 1 Steenkamp Deposition | | |
| 2012 | Federal Register | Exhibit 2 Steenkamp Deposition | | |
| 2013 | David Teece-Def Expert Deposition (1/30/20) | | | |
| 2014 | Notice of deposition | Exhibit 1 Teece Deposition | | |
| 2015 | Expert Report of David J. Teece August 16, 2019 | Exhibit 2 Teece Deposition | | |
| 2016 | BRG Billing Summary | Exhibit 3 Teece Deposition | | |
| 2017 | "Joint Defendants' Expert Disclosure For David J. Teece, PhD" dated 2/1/2002 | Exhibit 4 Teece Deposition | | |
| 2018 | "An Economist's Courtroom Bonanza" dated 3/19/2007 | Exhibit 5 Teece Deposition | | |
| 2019 | LECG Corporation 10-K Year Ending 12/31/04 | Exhibit 6 Teece Deposition | | |
| 2020 | Real cigarette ads | Exhibit 7 Teece Deposition | | |
| 2021 | PowerPoint document beginning with Bates Number 2071692736 | Exhibit 8 Teece Deposition | | |
| 2022 | "Causal Report M19 with NAS Monthly" spreadsheet | Exhibit 9 Teece Deposition | | |
| 2023 | Figure backup spreadsheet titled "NAS Winston Nat Sherman SOM Indexed and CIV Updated Through December 2019." | Exhibit 10 Teece Deposition | | |
| | BUZZBACK | | | |
| 2024 | Buzzback NAS Ad Eval 1-17 - Ads Optimized for Eye Tracking | | | BUZZ 00541 |
| 2025 | Buzzback NAS Ad Eval 1-17 - Ads Used in Study | | | BUZZ 00547 |
| 2026 | Buzzback NAS Ad Eval Final Report 1-25-17 | | | BUZZ 00569 |
| 2027 | Buzzback NAS Ad Eval Final Report 1-27-17 | | | BUZZ 00684 |
| 2028 | Buzzback NAS Ad Eval 1-17 Raw Data (all raw data) (produced in Excel) | | | |
| 2029 | Buzzback NAS Ad Eval Topline Report 1-12-17 | | | BUZZ 00799 |
| 2030 | Buzzback NAS Ad Eval 10-14 Final Report | | | BUZZ 00037 |
| 2031 | Buzzback NAS Ad Eval 10-14 Key Metrics (produced in Excel) | | | |
| 2032 | Buzzback NAS Ad Eval 10-14 Questionnaire | | | BUZZ 00021 |
| 2033 | Buzzback NAS Ad Eval 10-14 Raw Data (produced in Excel) (safety coded) | | | |
| 2034 | Buzzback NAS Ad Eval 10-14 Raw Data (produced in Excel) | | | |
| 2035 | Buzzback NAS Ad Eval 10-14 Topline Eval (produced in Excel) | | | |
| 2036 | Buzzback NAS Ad Eval 10-14 Topline Report | | | BUZZ 00203 |
| | MARKETSHARE | | | |
| 2037 | Slides of NAS Market Share | | | |
| 2038 | NAS and Winston Marketing Spend | Teece Reliance Material | | |
| 2039 | NAS Differential Price Charts | Teece Reliance Material | | |
| 2040 | NAS Wholesale Cigarette Prices Chart | Teece Reliance Material | | |

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| 2041 | NAS, Winston, Nat Sherman SOM, SOM Indexed, and CIV | Teece Reliance Material | | |
| 2042 | Camel-Marlboro-NAS-Newport ASP 2009-2010 weekly | Teece Reliance Material | | |
| 2043 | Camel-Marlboro-NAS-Newport ASP 2011-2012 weekly | Teece Reliance Material | | |
| 2044 | Camel-Marlboro-NAS-Newport ASP 2013-2014 | Teece Reliance Material | | |
| 2045 | Camel-Marlboro-NAS-Newport ASP 2015-2018 | Teece Reliance Material | | |
| 2046 | Camel-Marlboro-NAS-Newport M19 ASP Weekly 2019 Jan-Jun | Teece Reliance Material | | |
| 2047 | Camel-Marlboro-NAS-Newport weekly 2018 last 13 wks | Teece Reliance Material | | |
| 2048 | Causal Report M19 with NAS Monthly 2019 Jan-Jun | Teece Reliance Material | | |
| 2049 | Causal Report with NAS 1994-1997 Monthly (Brand = 22 items) | Teece Reliance Material | | |
| 2050 | Causal Report with NAS monthly 1998-2015 version 2019-02-12 | Teece Reliance Material | | |
| 2051 | Causal Report with NAS Monthly 2016-2018 | Teece Reliance Material | | |
| 2052 | NAT SHERMAN and WINSTON SOM M19 Monthly 2019 Jan-Jun | Teece Reliance Material | | |
| 2053 | NAT SHERMAN and WINSTON SOM Marlin 2016-2018 Monthly | Teece Reliance Material | | |
| 2054 | 2017_FTC_Cigarette Report for 2017 | Teece Reliance Material | | |
| 2055 | NAS Marketing Spend (composite from 2008-2018) | Teece Reliance Material | | |
| 2056 | NAS Report Data | Teece Reliance Material | | |
| 2057 | NAS Wholesale Price Informatio | Teece Reliance Material | | |
| 2058 | FTC Report Categories | Teece Reliance Material | | |
| 2059 | Additional Documents - composite (Teece Reliance) | Teece Reliance Material | | |
| | NAS Advertisements | | | |
| 2060 | Composite Exhibit of Ads on SRITA Website | | | |
| 2061 | Composite Exhibit of Ads on http://utilityagency.com/portfolio-1/natural-american-spirit/#sthash.BrWWvf9V.9pBaM97v.dpbs | | | |
| 2062 | Composite Exhibit of Ads included in the 8-24-15 Zeller Ltr. To FDA | | | |
| 2063 | Composite Exhibit of Ads | | | SF_MDL00000005-SF_MDL01084959 |
| 2064 | Composite Exhibit of Ads | | | SF_MDL00000043- |
| 2065 | Composite Exhibit of Ads | | | SF_MDL00121123-00121935 |
| 2066 | Composite Exhibit of Ads | | | SF_MDL00178341-8365 |
| 2067 | Composite Exhibit of Ads | | | SF_MDL00271398-00277229 |
| 2068 | Composite Exhibit of Ads | | | SF_MDL00438581-00609238 |
| 2069 | Composite Exhibit of Ads | | | SF_MDL00121936-00122793 |
| 2070 | Composite Exhibit of Ads | | | SF_MDL0016920-00180593 |
| 2071 | Composite Exhibit of Ads | | | SF_MDL00277257-00581946 |
| 2072 | Composite Exhibit of Ads | | | SF_MDL01070229 |
| 2073 | Composite Exhibit of Ads | | | SF_MDL00177841-00186911 |
| 2074 | Composite Exhibit of Ads | | | SF_MDL00261695-SF_MDL01347732 |
| | Prospective Customer Experience Surveys | | | |
| 2075 | Prospective Customer Experience Survey - SF_MDL00128203 | | | SF_MDL00128203 |
| 2076 | Prospective Customer Experience Survey SF_MDL00128200 | | | SF_MDL00128200 |
| 2077 | Prospective Customer Experience Survey Tabs 1996.04.19 SF_MDL00154019 | | | SF_MDL00154019 |
| 2078 | Prospective Customer Experience Survey Tabs 1996.06.10 - SF_MDL00138876 | | | SF_MDL00138876 |
| 2079 | Survey Handbook SF_MDL00221202 (12.08.93) | | | SF_MDL00221202 |
| 2080 | Response to FTC 1997 - 541-Page Resp to FTC 00105363 (1997) | | | SF_MDL00105363 |
| | MISC | | | |
| 2081 | Any and all statements of any Defendant pertaining to any of the issues in this lawsuit. | | | |
| 2082 | Any and all reports prepared by or for the Defendants pertaining to this lawsuit. | | | |
| 2083 | Statements of any witnesses pertaining to any of the issues in this lawsuit. | | | |
| 2084 | All reliance materials relied upon by any Plaintiff's Expert for their deposition in this case. | | | |
| 2085 | All reliance materials relied upon by any Defense Expert for their deposition in this case. | | | |
| 2086 | Any and all charts, reports, and/or reliance materials, documents, etc. prepared by or relied upon by any witness or expert listed by any Defendant in this case. | | | |

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| 2087 | Any and all charts, reports and/or reliance materials, documents, etc. prepared by or relied upon by any witness or expert listed by the Plaintiff in this case. | | | |
| 2088 | Interrogatories propounded on the Defendants and their corresponding answers produced thereto. | | | |
| 2089 | Request for Admissions propounded on the Defendants, and answers thereto. | | | |
| 2090 | Requests for Production of documents propounded on the Defendants and Defendants responses, answers, and objections to said request for Production of Documents. | | | |
| 2091 | All documents produced pursuant to any Request for Production in this case. | | | |
| 2092 | All documents produced at trial pursuant to any parties' Notice to Produce at Trial. | | | |
| 2093 | Interrogatories to the Plaintiff and their corresponding answers produced thereto. | | | |
| 2094 | Request for Admissions propounded on the Plaintiff, and answers thereto. | | | |
| 2095 | Answers of Request for Admissions by Defendant(s) in other Engle Progeny cases. | | | |
| 2096 | Request for Production of documents by the Defendants on the Plaintiff, and Plaintiff's responses, answers and objections to said request for Production of Documents. | | | |
| 2097 | Any and all Affidavits filed or produced by the Defendants in this case. | | | |
| 2098 | All pleadings. | | | |
| 2099 | Documents attached to any affidavits filed or produced in this case by the Defendants. | | | |
| 2100 | Any and all Demonstrative exhibits prepared by any expert in this action. | | | |
| 2101 | Any and all Demonstrative exhibits prepared by any witness in this action. | | | |
| 2102 | Any and all Demonstrative exhibits prepared by Plaintiff or Plaintiff's Attorney. | | | |
| 2103 | Any and all Demonstrative exhibits prepared by Defendants or Defendants' Attorneys | | | |
| 2104 | Any and all exhibits listed by Defendants, without waving any objections to the admissibility of such exhibits. | | | |
| 2105 | Such further and additional exhibits as continuing discovery may produce. | | | |
| 2106 | All information and statements contained on Defendants' websites. | | | |
| 2107 | All depositions taken and to be taken by Plaintiff in this case including videotaped depositions, transcript copies, and all attached or marked exhibits. | | | |
| 2108 | All depositions taken and to be taken by Defendants in this case including videotaped depositions, transcript copies, and all attached or marked exhibits. | | | |
| 2109 | Any and all exhibits Attached to any and all Depositions in this Case. | | | |
| 2110 | Any depositions of Records Custodians taken in this case and any materials attached as exhibits to any of the Records Custodian depositions taken in this case. | | | |
| 2111 | Any depositions of Corporate Representatives of the Defendants taken in this case and any materials attached as exhibits to any of the Corporate Representative depositions taken in this case. | | | |
| 2112 | The deposition of anyone listed on Plaintiff's Witness List including copies of any transcript and/or videotape of the deposition and all attached or marked exhibits. | | | |
| 2113 | Plaintiff reserves the right to use electronics as listed in the courtroom for trial for projection of any exhibits listed thereof. | | | |
| 2114 | Plaintiff expressly reserves the right to supplement this list and utilize additional exhibits which are discovered and/or become necessary. | | | |
| 2115 | All advertisements produced in this case. | | | |
| 2116 | Historical print and video tobacco and cigarette advertisements | | | |

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|------|---|----------|-----------|---------------------|
| 2117 | Composite Advertisements | PT00498C | | |
| 2118 | Composite Advertisements | PT00503G | | |
| 2119 | Composite Advertisements | PTADS | | |
| 2120 | TIME magazine (Nov 30-Dec 7, 2020) | | | |
| 2121 | Packs of historical NAS Turquoise | | | |
| 2122 | Packs of current NAS Turquoise | | | |
| 2123 | Packs of historical NAS Gold | | | |
| 2124 | Packs of current NAS Gold | | | |
| 2125 | Packs of historical NAS Dark Green | | | |
| 2126 | Packs of current NAS Dark Green | | | |
| 2127 | Packs of historical NAS Green | | | |
| 2128 | Packs of current NAS Green | | | |
| 2129 | Packs of historical NAS Black | | | |
| 2130 | Packs of current NAS Black | | | |
| 2131 | Packs of historical NAS Blue | | | |
| 2132 | Packs of current NAS Blue | | | |
| 2133 | Packs of historical NAS Yellow | | | |
| 2134 | Packs of current NAS Yellow | | | |
| 2135 | Packs of historical NAS Celadon | | | |
| 2136 | Packs of current NAS Celadon | | | |
| 2137 | Packs of historical NAS Orange | | | |
| 2138 | Packs of current NAS Orange | | | |
| 2139 | Packs of historical NAS Dark Blue | | | |
| 2140 | Packs of current NAS Dark Blue | | | |
| 2141 | Packs of historical NAS Tan | | | |
| 2142 | Packs of current NAS Tan | | | |
| 2143 | Packs of historical NAS Gray | | | |
| 2144 | Packs of current NAS Gray | | | |
| 2145 | Packs of historical NAS Brown | | | |
| 2146 | Packs of current NAS Brown | | | |
| 2147 | Packs of historical NAS Maroon | | | |
| 2148 | Packs of current NAS Maroon | | | |
| 2149 | Packs of historical Nat Sherman Natural Cigarettes | | | |
| 2150 | Packs of Select cigarettes | | | |
| 2151 | Packs of Nat's Cigarettes | | | |
| 2152 | Packs of historical NAS Roll-Your-Own Cigarettes | | | |
| 2153 | Packs of current NAS Roll-Your-Own Cigarettes | | | |
| 2154 | Abrams, et al., Harm Minimization and Tobacco Control: Reframing Societal Views of Nicotine Use to Rapidly Save Lives | | | |
| 2155 | Nayak et al (2017) | | | |
| 2156 | Surgeon General Report (2020) | | | |
| 2157 | Cochrane Review | | | |
| 2158 | RJR Bates: 519858916-920 | | | 519858916-920 |
| 2159 | Ad: Tobacco and Water. That's It. (2019 Sports Illustrated ad) | | 2019 | |
| 2160 | Consumer Email | | 2/14/2016 | SF_MDL00004826 |
| 2161 | Consumer Database Profile: Joshua Horne | | | SFN_MDL001214290-97 |